



## CASE STUDY: SPORTS

# Keep hydrating and live the green life.

## The Challenge

An outdoor lifestyle brand known for hydration technology wanted to live up to their environmentally-based ethos by using more sustainable materials in their product line.

Unfortunately, recycled material can pose unique problems: their life cycle can sometimes mean odd odors, tastes, and even contamination.

## Key Requirements

- + Sustainably Sourced
- + Durability
- + Meets FDA Guidelines

## The Discovery

Material ConneXion searched their large network of suppliers to find a number of high-quality, post-consumer recycled plastics for use in the brand's water bottles and other accessories.

The need to meet FDA approval meant the recycled content had to be obtained from a single source clean recycling system to ensure zero contamination.

## The Material Solution

All of the materials met the stringent FDA requirements of purity, performance, and price. The materials MCX sourced are now found in the brand's product line available at nationwide retailers.

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