



Boxed Water Is Better, Give It a Try

by Nicole C Fitz | Jul 1, 2018 | Greener Than Before, Sustainability

How are we ever going to get out of the environmental mess we're in if all we do is nit-pick about the solutions?

I get annoyed when a company finds an alternative to a throw-away plastic water bottle and receives a heavy load of skepticism from people who, quite honestly, miss the point.

We know that there is too much one-time use, throw-away, non-decomposable plastic being produced every day. Are plastic bottles recyclable? Some of them are. But only about ¼ of the plastic bottles being made that **can** be recycled **are** actually being recycled.

The Real Issue

Water that we can carry around with us all day is a convenience, not a necessity. Selling water was the most absurd notion when it was first introduced to the world. And honestly, it still is. But we've reached a point where we can't remember a time when we couldn't buy water everywhere, in the same plastic bottles that are now contributing greatly to our current environmental problems.

An Alternative Option

Boxed Water Is Better. Here is **one** option that is 100% recyclable. It's made from a renewable resource. And the Boxed Water company works in partnership with the National Forest Foundation. They plant trees for every purchase. They also ship the boxes while they are still flat and fill them at their filling stations, which reduces the amount of trucks needed for shipment and the amount of pollution caused by transporting goods.

No major plastic production, no additional plastic water bottles in landfills or the ocean, a delivery system that generates less of a carbon footprint, and more trees. How is this *not* better?



The Opposition

Then the nit-picking. I've read articles and comments that say the quality of the water is not better. The box contains more than just paper. Glass is best for water bottles. It's just a bunch of greenwashing. I actually read something on how plastic water bottles are better in comparison. Really?

I'm not linking to any of this because – why? Totally missed the point.

Since we like to take our water with us, or get it when we need it, isn't it better if we try to do it in a way that has less of a negative environmental impact? And by less, I mean zero negative impact would be best, but less of a negative impact is better than what we've been doing.

A refillable bottle would be the best option. But if you forget your refillable at home, and you live in south Florida, and it's the middle of summer, you're probably going to buy some water. In this particular case, which is a better choice – paper or plastic?

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Now, I'm not talking about emergency situations where the hurricane flooded the city and the people in the Superdome are dehydrated, but let's make sure they have refillable steel bottles with them before we provide them with water. Or, an earthquake leveled a country but rescue and response decide that plastic water bottles are out of the question.

The plastic water bottle has its uses. But convenience shouldn't be one of them.

No One Thing. . .

Is Boxed Water Is Better **the** definitive solution to the problem of plastic water bottles? No. Is it trying to do something better? Absolutely.

There are other options as well. But people are not going to change over-night. Not all of us. So, in the meantime, if you can't do what's best, do what's better.