



WORKING WITH HONEST

CASE STUDY

CREATING SUSTAINABLE PRODUCTS TOGETHER

PLASTIC INJECTION MOULDING



WSM are proud to be working with honest, creating the only reusable bottle that has been designed and made in Britain, from UK-sourced recycled material and can be recycled in a closed loop system.

Honest, a new ethical brand, launched a reusable drinking bottle that is manufactured in the UK from locally sourced, recycled single-use bottles.

The lightweight reusable bottle is sleek and stylish, with an ergonomic, instantly recognisable cutting-edge design and is available in eight vibrant colours. The product has been designed so that it can be easily recycled via household collections, and in turn be made back into new bottles, again and again.

WSM were approached back in 2020 to design and create a material for the strap and lid which would both help its creative branding, meet its social and ethical requirements and look stylish in several colours. Not only did we manufacture the tools, but all production takes place in the UK in purpose built injection moulding presses.

The bottle is made from 100 percent, post consumer recycled single-use plastic bottles (rPET) and the cap is made entirely from recycled milk bottles (rHDPE). The strap is currently made from both virgin TPU and polycarbonate (PC), both of which can be recycled into other products at end of life. The bottle and lid are both fully accepted by household waste collections, whilst Honest will take responsibility for the strap by operating a free take back scheme for the rubber strap, ensuring that it is then sent in bulk to an appropriate recycling facility.

Although the number of reusable bottles have grown rapidly, not all products can be described as environmentally friendly nor locally made.



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Here at WSM we are proud to be associated with this brand and have been working on the project for several years with the honest team to come up with a design and a material base that would match the requirements.

As the product was designed in London, the colours are all named after iconic areas of the capital and include; Soho Yellow, Brixton Blue, Camden Pink, Notting Hill Violet, Shoreditch Orange, Hyde Park Green, Kensington Blue and Westminster Grey.

Each 500ml Honest Bottle is priced at £14 and available for immediate purchase exclusively at www.honestbottle.com.



PLASTIC INJECTION MOULDING

Whether you require small or large components, recycled material, engineered polymers, single-component production or whole-product assembly, we offer the complete solution.

[find out more](#) →





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