



# WE ARE 24BOTTLES



COMPANY PROFILE



# WE ARE 24BOTTLES

*#startwithabottle*



DESIGN THE FUTURE

## OUR VISION

**“We aim to inspire people to make conscious choices, shaping a sustainable and inclusive future through design, where every creation tells a story of responsibility, innovation, and beauty.”**

*Giovanni Randazzo and Matteo Melotti  
founders of 24Bottles*

TAKE CARE

# OUR MISSION

**24Bottles** is the Italian design brand founded in 2013 to take care of our planet and our health by reducing the impact of single-use plastic.

Our mission is to inspire conscious living and encourage responsible choices by **designing everyday products of unmistakable shape, lightness, and quality.**

We ensure that every project meets the highest standards of excellence and contributes to **a livable future** for everyone.





FORCE FOR GOOD

## OUR MAIN GOAL

We envision a global economy that uses business as a force for good. We strive every day to reduce our impact on the environment.

Our main goal is to create a better future for the next generations.  
Every day, we're building it.

Today, for tomorrow.

Certified



Corporation

## THE STORY

# WHY “24BOTTLES”?

At 24Bottles, our name is a statement of our commitment to a livable future, as it reflects our dedication to inclusive design solutions to eliminate single-use plastics around the clock.

### **24/7 Sustainable Design Solutions**

Our goal is simple yet powerful: to provide sustainable design solutions to replace single-use plastic 24 hours a day, 7 days a week.

### **Design for Every Occasion**

We designed our products to be aesthetically pleasing and incredibly functional to meet your everyday needs. From urban commuters to outdoor adventurers, 24Bottles is designed to fit seamlessly into your lifestyle, ensuring you never have to rely on disposable plastics again.

### **A Daily Commitment**

Every time you use a 24Bottles product, you're making a conscious choice to support sustainability. Our name is a daily reminder of the impact we can all make by choosing reusable over disposable. It's a commitment to a better planet.

Join us in our mission to eliminate single-use plastics through excellent design solutions. With 24Bottles, sustainable design isn't just an option - it's a lifestyle, 24 hours a day, 7 days a week.



PHILOSOPHY

# WHAT MAKES 24BOTTLES UNIQUE?

Timeless Design

Conscious Excellence

Durability & Versatility



TAKE A LOOK INSIDE

# CERTIFICATIONS

There's more than meets the eye.

Go beyond the surface, discover our materials and certifications.

Sustainable design looks good, does good, and fills good.

- **B Corp Certification**
- **CarbonNeutral Certification**
- **Treedom Certificate**
  
- **Quality Management System (ISO 9001)**
- **Environmental Management System (ISO 14001)**
- **Occupational Health and Safety Management System (OHSAS 18001)**
  
- **Carbon footprint of products (ISO 14067:2018)**  
Cradle-to-Gate Environmental Life Cycle Assessment for Greenhouse gases
  
- **MOCA - GMP 2023 decree**  
European Council directive relating to materials in contact with food

For in-depth information regarding certifications, tests and other compliances, please see the Certifications, Tests & Compliances Book.





LIFETIME WARRANTY

# TIMELESS DESIGN LASTS FOR LIFE

Have you ever thought about how many times you've had to say goodbye to your water bottle? After some time, it just goes...poof! And it turns into a useless object to get rid of.

But don't be afraid! Our products are here to change the rules of the game. Made with the highest quality materials, they're designed to withstand everything, because yes, life happens.

We're ready to follow you on every adventure, without ever leaving you stranded.

### **Lifetime. You understood well.**

We offer a lifetime warranty on every single product we design.

If your 24Bottles water bottle ever fails you (which is highly unlikely), we will be here to cover any manufacturing defect and help you find the best solution to other incidents. Because when we say "for life", we really mean that 24Bottles will be your last water bottle, your HERO.

CHOOSE YOUR HEROES

# OUR PRODUCTS



**Clima Bottle**

Drink all your favourite beverages at the right temperature, at the right time.



24h Cold and 12h Hot



Sweat-Free



Space-Saving



**Urban Bottle**

The most lightweight stainless steel water bottle you will ever handle.



Extra Lightweight



Easy to Carry



Space-Saving



**Travel Tumbler**

Your commuter-proof ally during the rush hour.



6h Hot and 24h Cold



For Drinks and Food



Leakproof



**Kids Bottle**

Made for little hands and small-sized adventures!



Extra Lightweight



Easy Drinking



Space-Saving

CHOOSE YOUR HEROES

# OUR PRODUCTS



**Lunch Box**

Clever design to make your break feel like an everyday pleasure.



Hermetic



Ready to Pack



Shockproof



**Snack Box**

A little treasure box for healthy treats, easy bites, and yummy snacks.



Easy Opening



Space-Saving



Shockproof



**Party Cup**

Water or cocktails: club-ready elegance, everyday choice.



Extra Lightweight



Stackable Design



Space-Saving





CHOOSE YOUR HEROES

# CLIMA BOTTLE

Clima Bottle is the insulated water bottle that keeps your drinks cold and hot for hours, lightweight and versatile for all your needs.

Sweat-free and space-saving, it is designed to follow you in every adventure.



CHOOSE YOUR HEROES

# URBAN BOTTLE

Urban Bottle is our iconic non-insulated, reusable water bottle. Surprisingly lightweight and space-saving, it is designed for your comfortable daily hydration.





CHOOSE YOUR HEROES

## KIDS BOTTLE

The Kids Bottle is the extra lightweight, non-insulated, reusable water bottle with spout. It is designed for the hands of the little ones to drink water easily and on their own at home, school or the playground.

The cap with integrated open-close spout is 100% leakproof and allows comfortable drinking even with one hand.



CHOOSE YOUR HEROES

# TRAVEL TUMBLER

Travel Tumbler is the insulated mug that keeps your drinks hot and cold for hours. Perfectly leakproof and sweat-free, it is designed to be extremely versatile: use it with beverages, drinks and even food.

It comes with Tumbler Coffee Lid for sipping mode, but you can switch to the Tumbler Sport Lid during the workout, and to the Tumbler Food Lid to store your favourite snacks.





CHOOSE YOUR HEROES

## LUNCH BOX

We all know the struggle of quick morning meal prep while trying not to leave anything behind.

The 24Bottles Lunch Box is the ultimate smart solution that comes to hand: it's microwave-safe, dishwasher-safe, and refrigerator-safe.

Its combination system with compartments is designed to carry everything you need in less space, making your life easier.

Lunch Box is 100% leakproof and preserves the taste of your meal to make your break feel like an everyday pleasure.



CHOOSE YOUR HEROES

# SNACK BOX

Our sleek and sturdy stainless-steel Snack Box is designed to make snack time simple and sustainable. It is perfect for adults and kids, ensuring everyone can enjoy delicious, healthy and easy bites on the go.





CHOOSE YOUR HEROES

## PARTY CUP

Party Cup is the perfect blend of club-ready elegance and everyday practicality. Crafted for those who appreciate style and convenience, our party cup is extra lightweight, making it effortless to carry, whether you're hosting picnics, parties or enjoying a casual drink at home.



CHOOSE YOUR HEROES

# ACCESSORIES



## Urban Lid

Add personality to your Urban Bottle with our extra lightweight, 100% leakproof Urban Lid selection, combine and match with a range of colours and create your own, special 24Bottles.



## Clima Lid

Add personality to your Clima Bottle with our stainless steel, 100% leakproof Clima Lid selection, combine and match with a range of colours and create your own, special 24Bottles.



## Bottle Sport Lid

Comfortable and easy one-hand opening system. Features a convenient flip-open spout for non-stop hydration during workout and is perfect even for kids.



## Bottle Protective Lid

Perfectly leakproof, ensures a safe drinking experience with extensive neck covering system and heat-resistant grip.

CHOOSE YOUR HEROES

# ACCESSORIES



**Bottle Infuser Lid**

Leakproof and safe with heat-resistant grip, a beautifully-designed accessory to make delicious, flavorful infusions to go. Perfect for tea, infused water, brews, herbal tea and floral tea.



**Bottle Tie**

The smart handle for your 24Bottles, tie it around it's neck to hold it firmly and carry it in style, secured to your bag or belt loop, without any carabiner.



**Tumbler Coffee Lid**

Designed to comfortably sip your hot or iced coffee, smoothie, latte, cocktail, iced tea or hot chocolate while on the go. Perfectly leakproof, features a safe flip-top system with heat-resistant grip.



**Tumbler Sport Lid**

Shift into sport mode for your workout hydration, electrolytes, mineral salts or energy drinks. 100% leakproof, features an easy opening and long straw for upright drinking, provides zero interruptions and maximum comfort.

CHOOSE YOUR HEROES

# ACCESSORIES



## Tumbler Food Lid

With heat-resistant grip and Bottle Tie to carry it safely and with a secure grip, throughout the day, perfect to store fruit, snack, yogurt, soup or baby food while on the go.



## Stainless Steel Straws

Perfect for all your drinking needs, get rid of single-use straws with a stylish solution.



## Cutlery Set

Especially designed for 24Bottles Lunch Box. Space-saving, highly portable, flat design.



INSPIRING SPACES

# OUR STORES

Our stores are created as inspiring spaces designed for our community and all the activities loved by its members.

Ten years after the foundation of 24Bottles, we wanted to give a face to the brand, and our Flagship Stores reflect the same principles we use when designing our products: **we think about people first.**





24Bottles Flagship Store, **Rome**  
*Via Frattina, 68*



24Bottles Flagship Store, **Milan**  
*Corso Vittorio Emanuele II, 15*



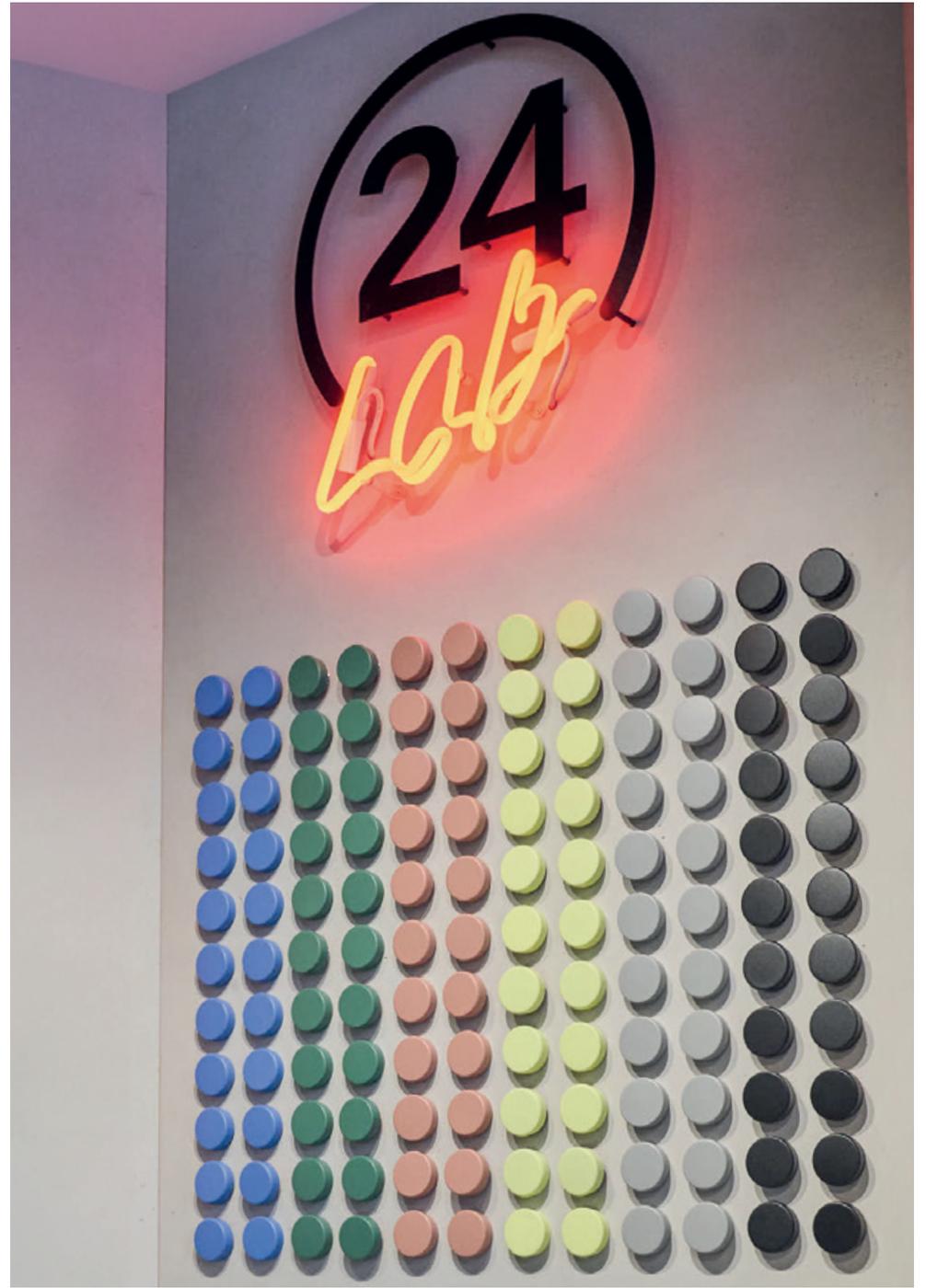
## THE CUSTOM EXPERIENCE

# 24LAB IN STORE

At the 24Lab IN STORE station **you can custom-design your 24Bottles** with our Sales Assistants, and let it talk about you.

We designed a specific, ad-hoc customising station in our Flagship Stores where you can easily see all the available accessories, get inspired, choose colours, discover functions and create your personalised 24Bottles to show what you like and what you care about.







THE CUSTOM EXPERIENCE

## 24LAB LIVE

During the 24Lab LIVE sessions **you can custom-design your 24Bottles with pro artists and artisans**, and make it a unique piece.

Make sure to follow our social media accounts and newsletter to know when and where the 24Lab LIVE sessions will take place with our special guests!





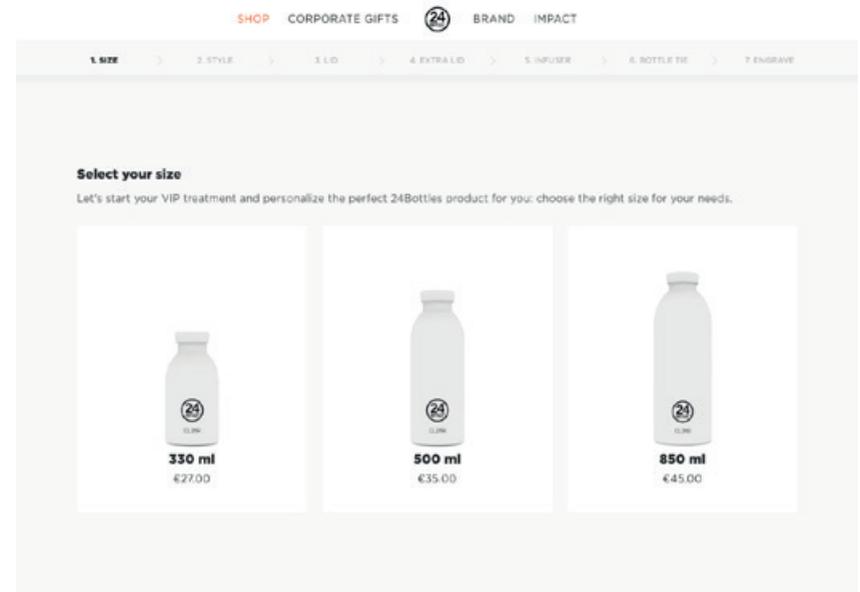




## THE CUSTOM EXPERIENCE

# 24LAB ONLINE

24Lab ONLINE is the **24Bottles digital configurator**, it will guide you through every step to create your own, personalised bottle with colours, patterns, matching accessories and exclusive laser engraving.



24BOTTLES IN THE WORLD

# RETAILERS

**24Bottles** is currently sold in over 65 Countries worldwide including Europe, US, Canada, Australia, New Zealand, South America, the Middle East, China, Japan, and many others.

The 24Bottles retail network is distinguished by its **diverse and broad-ranging style**. Operating in a wide array of environments, our retailers cater to a global audience.

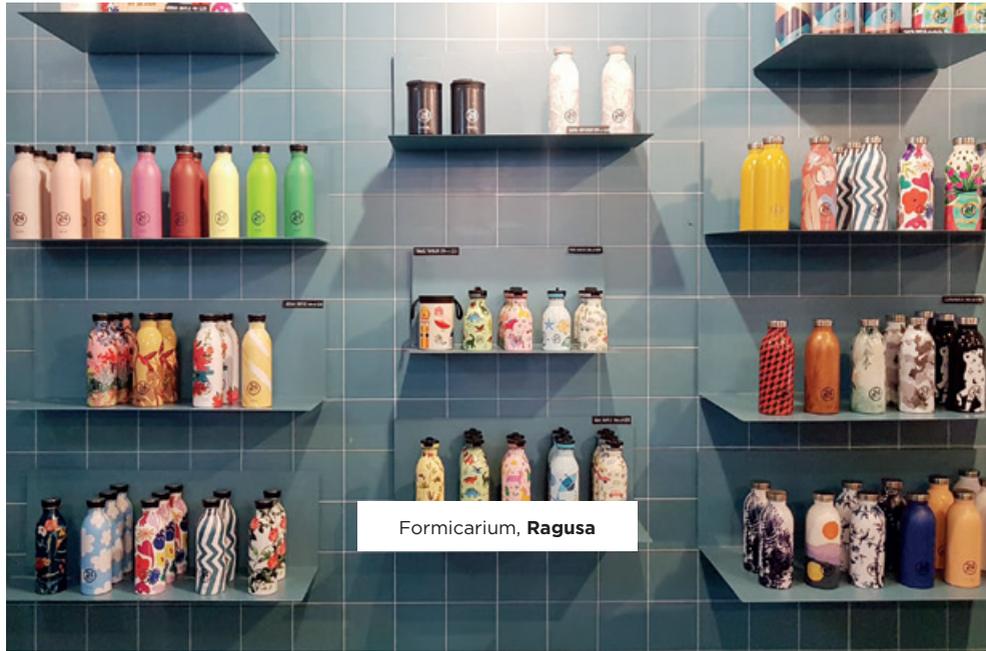
**From innovative concept stores to high-end boutiques** and renowned department stores, our aesthetic spans urban, contemporary, modern, and eclectic styles.

Our product range appeals to a discerning, **cosmopolitan clientele** with a keen interest in sustainable living.

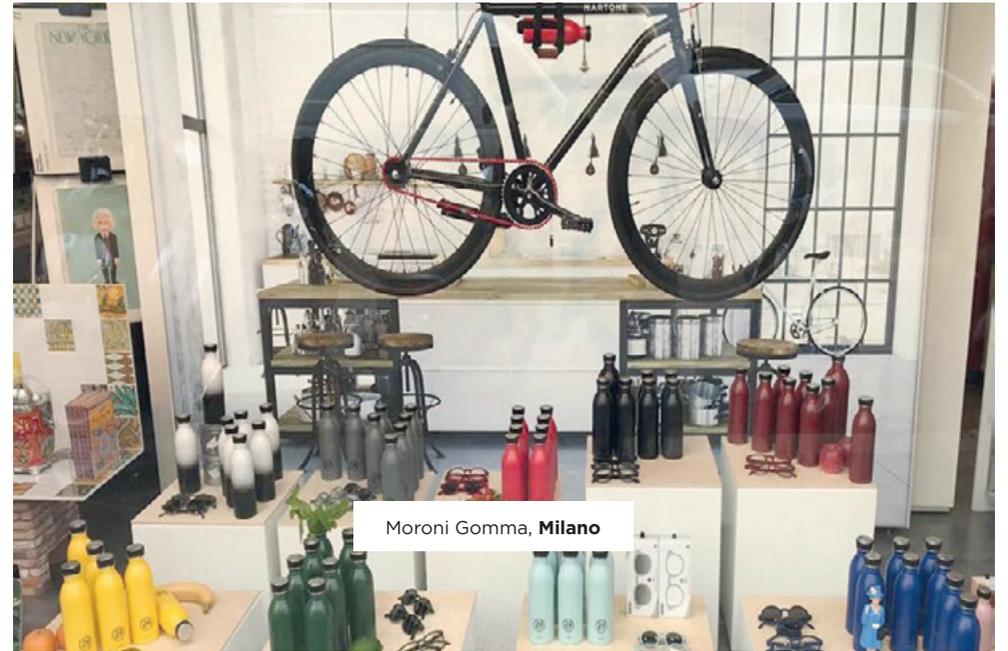


Lafayette, Shanghai





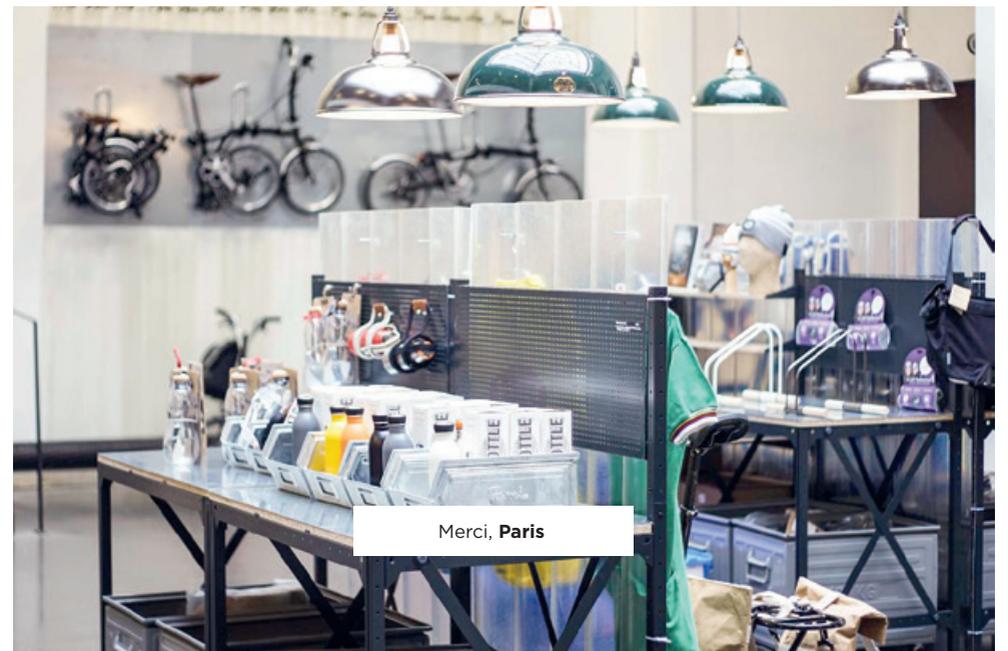
Formicarium, Ragusa



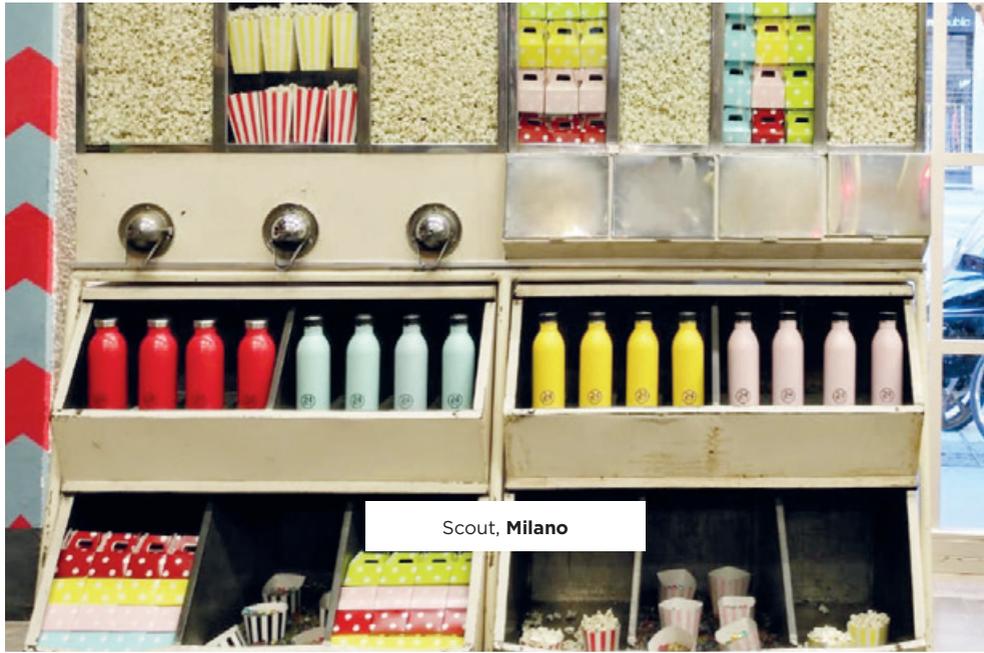
Moroni Gomma, Milano



Louvre, Abu Dhabi



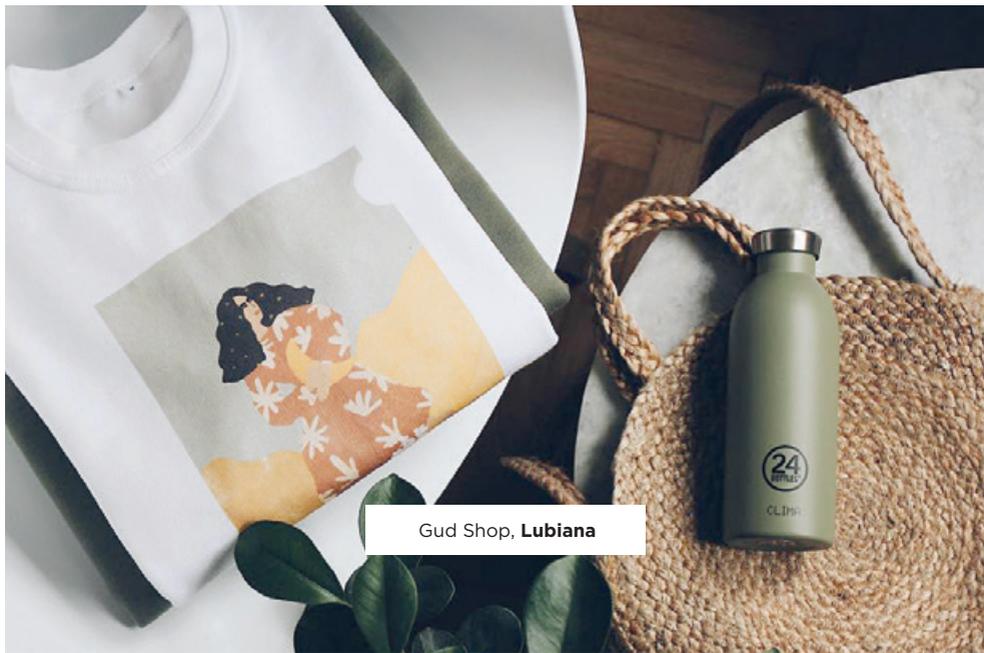
Merci, Paris



Scout, **Milano**



Hutspot, **Eindhoven**



Gud Shop, **Lubiana**



Drei, **Paris**

RETAILERS

Notable Retailers



MANOR

BROWN THOMAS



ARNOTTS



merci



END.

Centre Pompidou

FONDATION LOUIS VUITTON

GUGGENHEIM BILBAO



RINASCENTE

Vivienne Westwood

THE CONRAN SHOP





## AESTHETIC AND DETAILS

# COLLABORATIONS

**High-quality materials, original Italian design, eco-conscious standards, and strong brand values** made 24Bottles the natural partner for collaborations that promote sustainable fashion and lifestyles. Whether matching a unique collection's aesthetic, showcasing original designs inspired by iconic emblems, or capturing historic and unmistakable patterns, 24Bottles attracts prestigious collaborations with leading brands and designers.

An exclusive edition Clima Bottle, featuring Shawn Stussy's iconic lettering, graced the runway of Dior's Pre-Fall 2020 fashion show. Renowned fashion houses such as Vivienne Westwood, Emilio Pucci, and Diesel, among others, have chosen 24Bottles as their sustainable and design accessory, highlighting the brand's ability to **blend luxury with eco-consciousness seamlessly**.

In addition to its **product excellence**, 24Bottles also excels in **communication and marketing projects**, effectively raising awareness about sustainable lifestyles. Through innovative campaigns and strategic partnerships, **the brand has successfully engaged a global audience**, further solidifying its reputation as a leader in both design and sustainability.

## COLLABORATIONS

### Vivienne Westwood

Vivienne Westwood and 24Bottles released five special editions of Clima Bottle and organised two events together throughout a **six-year partnership** to raise awareness of the effects of climate change.





## COLLABORATIONS

### Stone Island

24Bottles x Stone Island: **innovation, technology and design.**

The range we created for Stone Island includes a green Thermosensitive Clima Bottle, which changes colour with the exterior temperature, and a Black Clima Bottle with Nylon Metal Flask Bag by Stone Island.



## COLLABORATIONS

### Fendi

24Bottles and FENDI signed an Italian-style collaboration of insulated water bottles that debuted at the SS21 fashion show at the Milan Fashion Week.

A stream of **multiple custom products**, including the Travel Tumbler for the Fendi FF Vertigo by Sarah Coleman capsule collection, has enriched the collaboration.





## COLLABORATIONS

### Dior

24Bottles hit its very first runway in Miami at the Dior Pre-Fall 2020 Menswear Collection in collaboration with Stüssy. After that day, we continued collaborating with the fashion powerhouse to create numerous editions for **different collections through the years**. From the Travel Tumbler with the Dior Oblique pattern presented in 3D features to mirrored and holographic pieces.



COLLABORATIONS

Salvatore Ferragamo

The Salvatore Ferragamo x 24Bottles collaboration melded Ferragamo's renowned finesse with 24Bottles' commitment to design. It unveiled a mirror-finished Clima Bottle decorated with an exceptional pattern, where every detail is meticulously curated.





## COLLABORATIONS

### Diesel

24Bottles and **DIESEL** joined forces to raise awareness about ocean health. The idea of the DIESEL x 24Bottles collaboration was born from the shared vision of sustainability, which led to a real commitment and **subsequent action by OTB**. The group provided all its **employees** with sustainable bottles to encourage the adoption of sustainable daily practices and the environmental impact of each individual.



## COLLABORATIONS

### Emilio Pucci

On the occasion of the book launch “Unexpected Pucci”, Emilio Pucci created an **exclusive Limited Edition** with 24Bottles. The collaboration was presented during a spectacular event with the Torre Urban Bottle and Vivara Urban Bottle as part of a stunning exhibition celebrating the fashion house’s **heritage**.





## COLLABORATIONS

### Elena Salmistraro

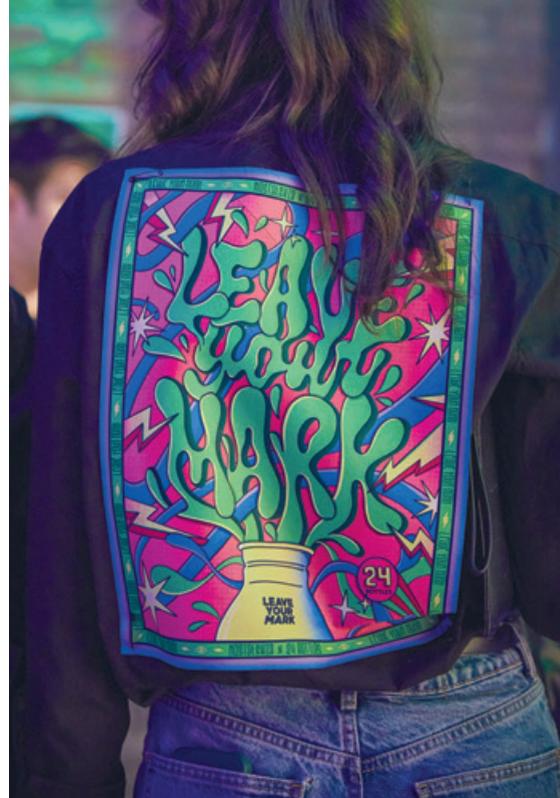
24Bottles and Elena Salmistraro teamed up to support the Malala Fund and female empowerment. We've given life to a **poetic project**, suspended between earthly and divine, narrating the indissoluble relationship between man and nature.



10TH ANNIVERSARY

# REACTIVE COLLECTION

The 10th anniversary of 24Bottles allowed us to think about our influence as a community. Since the start, we wanted to leave a mark without leaving a footprint. Hence, we dropped the REactive Collection with unique **colour-changing technology** that REacts with cold drinks. And yes, we celebrated in style!





STAND OUT

## DESIGN CAFES

Their original silhouette makes 24Bottles' products stand out on any occasion.

With every detail brought to perfection, the elegant, minimal and refined design gives an instant **contemporary feel** to any space.

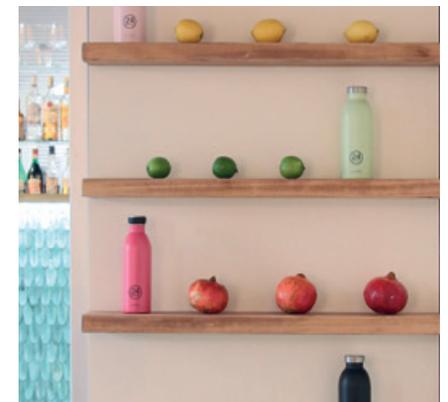
Using 24Bottles in **restaurants, clubs, and cafes** is the best strategy to cut any unnecessary waste across the business and set the tone for a **distinctive atmosphere**.



Zoo, **Bologna**



Ruggine, **Bologna**



Luisaviaroma, **Firenze**

A TRUSTED NAME

# PRESS

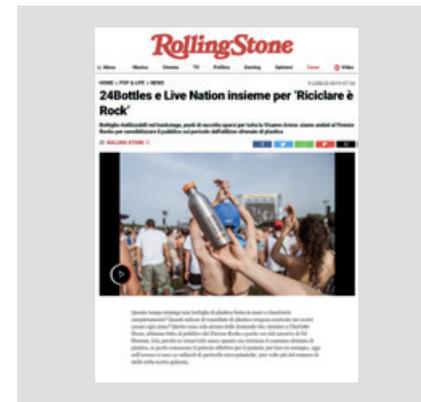


MONOCLE

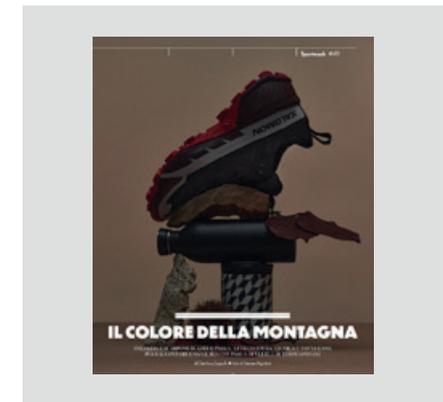
24Bottles has been widely celebrated in the press, praised for its **innovative fusion of design and sustainability**. Leading fashion magazines and lifestyle publications frequently highlight 24Bottles for its high-quality materials, original Italian design, and commitment to eco-conscious practices.



HYPEBEAST



Sportweek



Esteemed fashion and design editors commend the brand for **setting new standards in sustainable lifestyle**, often featuring its products in editorials, trend reports, and style segments.

INTERNI



RollingStone



Sportweek



The buzz in the media underscores **24Bottles' status as a trailblazer and a trusted name in the industry, resonating with a discerning audience** that values both aesthetics and environmental responsibility.

MF Fashion

fashion MAGAZINE

POSH

INTERNATIONAL

# TRADE SHOWS & EVENTS

**Maison & Objet**, Paris

**Pitti Uomo**, Florence

**New York Now**, New York

**Homi**, Milan

**Ambiente**, Frankfurt

**Top Drawer Olympia**, London

**Panorama**, Berlin

**Design Box**, Tel Aviv

**ISPO**, Munich

**Demodefabriek**, Amsterdam

**Toronto Gift Show**, Toronto

**Tokyo Gift Show**, Tokyo

**Intergift**, Madrid

**Show Up**, Amsterdam

**Reed Gift Fairs**, Sydney

**Seek**, Berlin

**Paperworld**, Frankfurt





**Emilio Pucci x 24Bottles  
Launch Party @ Palazzo Pucci, Florence**

Two prints, "Vivara", born in 1965, and "Torre", a work by the artist Mel Ramos dating back to 1966, were the heritage-meets-sustainability ingredients of the Emilio Pucci x 24Bottles Limited Edition, unveiled during the exclusive cocktail party set up to celebrate the launch of the "Unexpected Pucci" book.



**24Bottles x Gaia Clima Bottle  
Launch Event @ Vivienne Westwood, London**

Gaia Clima Bottle London launch event took place ahead of World Water Day, in the exclusive Mayfair, with cutting-edge and interactive art installations, zero waste cocktails, freehand engravings, and a Q&A session to raise awareness of the effects of climate change and the future of our planet.



**Elena Salmistraro + 24Bottles  
Launch Party @ Replay the Stage Store, Milan**

24Bottles' founders, Giovanni Randazzo and Matteo Melotti, along with the young Italian designer Elena Salmistraro, launched their collaboration with "Holy Green", an exciting event and art installation in the heart of Milan Design Week.

AWARENESS PROJECTS

# BRAND ACTIVATIONS

The 10th anniversary of 24Bottles allowed us to think about our influence as a community. Since the start, we wanted to leave a mark without leaving a footprint. Hence, we dropped the REactive Collection with unique **colour-changing technology** that REacts with cold drinks. And yes, we celebrated in style!





## Van Orton Collection Launch Event

During Milan Design Week 2024, 24Bottles launched an exciting collaboration with the Italian design duo **Van Orton**, marked by a series of dynamic activities. The highlight event at Court Milan featured an **electrifying freestyle performance** by the DaMove Crew, captivating the audience with their incredible stunts and energy. Attendees also enjoyed an **engaging basketball match** between Milan and Bologna, which, with the help of ZonePlus, added a sporty flair to the festivities.

The chill area provided a **relaxed space** for friends and guests to mingle and enjoy the vibrant atmosphere while sipping drinks from the **exclusive Van Orton Party Cups**, designed for the occasion.

A **customisation corner**, led by the talented Bonora Brothers, offered unique personalisation opportunities, adding a creative touch to the experience.

Additionally, the **all-week-long 24Lab Live activation in-store** allowed visitors to explore and interact with the new products, making the collaboration a standout during the Design Week.



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EYES ON  
FUTURE  
LOOKING AT THE INVISIBLE

24  
BOTTLES®

24bottles.com

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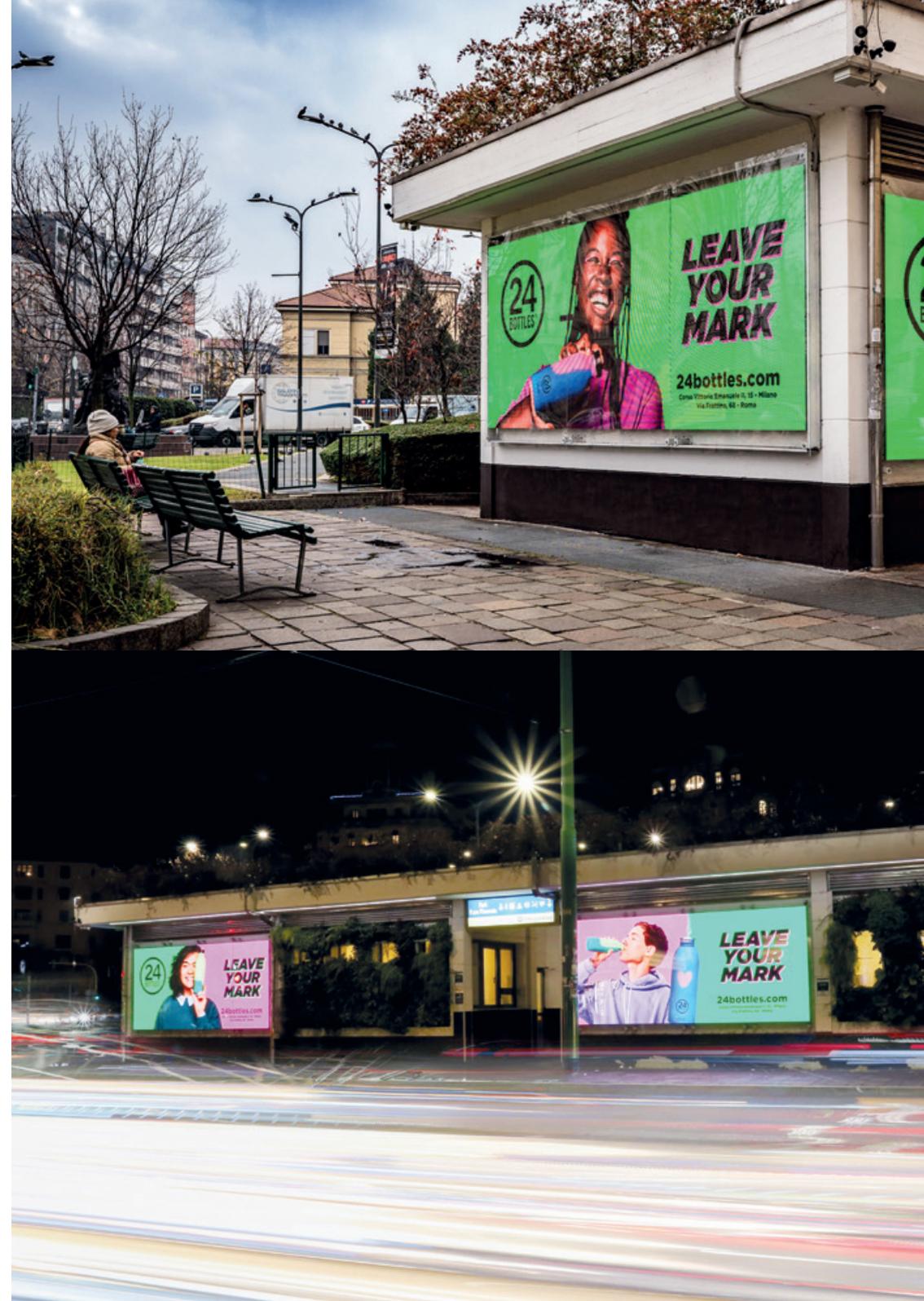
gusta  
PANIFICIO - PASTICCERIA

## REactive Collection Advertising Campaign

Over the years, 24Bottles has executed several **impactful out-of-home campaigns** to spotlight key projects. Notably, we launched prominent **billboards** for the REactive Collection, capturing the attention of passersby with striking visuals and colourful messages.

In a bold move to promote the Van Orton Collection, 24Bottles created **two fully-customised tram cars in Milan**, transforming them into mobile art pieces that showcased the vibrant and distinctive Van Orton designs as they traversed the city.

These strategic out-of-home campaigns have successfully elevated the brand's visibility and reinforced its commitment to sustainability and innovative collaborations.





**LEAVE  
YOUR  
MARK**



**24bottles.com**

Corso Vittorio Emanuele II, 15 - Milano  
Via Frattina, 68 - Roma



## 24Bottles with Fremantle and SKY Italia at XFactor

24Bottles chose to support the X Factor 2019's plastic reduction project. All the people working at the production and creation of the TV show were actively involved in the **plastic-free project** to launch a concrete signal to take action for sustainability. We wanted to demonstrate how easy it is to lead a more sustainable and environmentally conscious lifestyle, even on a TV show.



## Bottle Infuser Lid Launch Event

To celebrate the launch of the Bottle Infuser Lid, 24Bottles hosted an exciting event where food bloggers were challenged to create the best pairing of a tasty dessert with a delicious tea or infusion. A panel of content creators had the pleasure of tasting these innovative combinations. Additionally, a renowned science popularizer provided insights into the **health benefits of teas and infused water**, adding an educational dimension to the event.



## Workshop with FRA! Milan Design Week

24Bottles and the doodle artist FRA! launched their 2023 Milan Design Week Collaboration by challenging people to a **doodle art workshop**. We hosted a captivating seminar focused on helping participants develop their unique doodle style and design their own fully decorated 24Bottles. Guided by FRA!, the workshop provided a hands-on experience, fostered artistic expression and emphasized the brand's commitment to individuality and creativity.



## 24Bottles with Live Nation at Firenze Rocks

We partnered with the entertainment company and venue operator at Firenze Rocks Festival to help reducing the consumption of single-use plastic in the backstage area. Live Nation's staff and artists could reuse their personalized bottles, and an **awareness campaign** has been activated to spread the sustainability message to the Festival's audience.

JOIN US

# NOTABLE PARTNERS

24Bottles is honored to collaborate with visionary partners who champion sustainability and conscious innovation and want to join us on this transformative journey.

Deloitte.

McKinsey & Company

NALESSO

FLOS



SELFRIDGES&CO



naturasi



SOLO POMODORO  
MUTTI



WAMI

brt

Hapag-Lloyd

DIOR

LVMH

FENDI

CHANEL



avines

L'OCCITANE  
EN PROVENCE

Chiesi



IMA



LUXOTTICA

REPLY

sergio rossi



JUVENTUS  
JJ



KERING

GIORGIO ARMANI

Chopard

ACQUA  
DI  
PARMA



VAIO

sky

adidas  
RUNTASTIC

C.P.  
COMPANY

URBY



## EDUCATIONAL IMPACT

# INSTITUTIONAL SUSTAINABILITY PROJECTS

24Bottles is the strategic partner for institutional sustainability projects. We support leading colleges, universities, corporate campuses and public institutions in promoting **best practices**. Our bottles are the best solution to **reduce the use of plastic bottles**, facilitate the adoption of water fountains and **achieve environmentally friendly targets**.



ALMA MATER STUDIORUM  
UNIVERSITÀ DI BOLOGNA



POLITECNICO  
MILANO 1863



UNIVERSITY OF  
OXFORD



universität  
wien



POLITECNICO  
DI TORINO



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