
SIGG SIMPLY ECO-LOGICAL – 1% FOR THE PLANET

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Message

One hundred years ago, Mr. Ferdinand SIGG had a vision ...to be the best manufacturer of aluminum products in the world. And I think it's incredibly exciting that one hundred years later I am able to stand before you and claim indisputably: "SIGG makes *the best* reusable water bottles in the world!"

When I started with this company 3 years ago in the United States, I was able to look at the appeal of the SIGG brand from the outside. And when you do that, it's easy to see that at the very core of SIGG's appeal and success ...is its *Swissness*! People around the world – and especially in Asia – respect the Swiss for their attention to Quality, Health & Safety. In other words, people trust the Swiss - and people trust SIGG.

And there's another thing that Switzerland has become known for – being a leader of the environmental movement. In fact earlier this year, Newsweek magazine published their Environmental Performance Index naming Switzerland the "#1 Greenest Country in the World." That's probably one of the reasons that in countries like the USA, Canada and Japan, the SIGG bottle has become a true symbol of being Eco-Friendly.

You see, people around the world don't just look at a SIGG as a great bottle to take on a hike ...or to put in your child's backpack. They look at a SIGG as a *solution* to a major problem facing the planet – the problem of unnecessary plastic waste.

We have become a society mesmerized by the allure of bottled water. Back in the 90's, I worked in bottled water for 5 years – so I know it well. And in many countries, the water coming from the faucet is as good or better quality than the bottled water brands – this has been proven both in laboratories and in blind taste tests. And thanks to the big cola brands – Coke and Pepsi – a large share of the bottled water business today is merely filtered municipal water.

North America is way behind Europe – and probably the rest of the world – in terms of the environment, but they are now the most vocal group when it comes to making lifestyle changes. And there has been a huge backlash against bottled water.

- You probably know that plastic is made from petroleum. But did you know that plastic takes over 1,000 years to biodegrade?
- Did you know that Americans only recycle about 15% of the disposable PET bottles they use? And that 100 million plastic bottles go into American landfills... *every day!*
- Did you know that there is a gyre in the Pacific Ocean the size of Texas which contains 5x more plastic than plankton? – and this plastic becomes part of our food chain.
- Some scientists are calling our problem with plastic more concerning than global warming.



And if you think simply recycling your PET plastic bottles is the answer, think again. About 90% of the environmental impact of bottled water happens before the landfill – energy to manufacture, energy to transport & refrigerate, and energy to recycle.

And if you consider that a typical bottled water drinker uses about 300 PET bottles per year and that an average SIGG bottle is used for 7 years, you can then calculate that one SIGG can eliminate the need for over 2,000 plastic bottles. That's one of the reasons we say: **Using a SIGG is Simply Eco-Logical!**

Another reason is because aluminum is the most recyclable-friendly material in the world largely because when it is recycled it comes back to nearly full strength. And since we manufacture 100% of our aluminum bottles in our own Swiss SIGG factory, we can assure our customers that SIGG manufactures responsibly with no harm to the environment. On the other hand, most of the other brands of reusable water bottles on the market are manufactured by third party suppliers.

And still another reason is because for every SIGG bottle purchased, we donate money to the environment. As a member of the organization 1% For The Planet for the last 2 years, SIGG USA our American subsidiary, has donated hundreds of thousands of dollars to protect the planet – to organizations like The Sierra Club, Surfrider Association and StopGlobalWarming.org.

And we are proud to announce that SIGG Switzerland has just become a *worldwide* member of 1% For The Planet so our organization's financial commitment to the environment will increase in 2009 – in fact, we expect to donate about \$1 million to the planet next year. Many companies claim to be environmentally friendly, but at SIGG, we put our money where our mouth is.

Having the experience of 100 years of Swiss craftsmanship certainly helps to set SIGG apart from other brands on the market. But we also know that we have to earn the trust and respect of our customers every day. We are 100% committed to protecting the environment and to protecting the worldwide reputation of what it means to be *Swiss Made*.

The SIGG business began in Switzerland and Europe is certainly our heartland. In the last 2 years, we have built the brand in North America. We are excited to now focus our efforts on building SIGG further in Asia – a region which truly respects the quality of Swiss products.

In 2009, we have an amazing new collection with some great designs. We're also excited to be launching a new inner liner – which has the same great performance of the previous liner – but is even more eco-friendly. The liner is 100% safe – containing no BPA or phthalates.

I am confident that SIGG is poised for an amazing future in Asia – and poised for another great 100 years around the world.

Thanks for your time today.
Here's to the future!

Please visit www.sigg.com for further information about SIGG.

