

While four young women can't tackle the issue of plastic bottles' carbon footprint, we can approach finding a solution to everyday problems the current packaging creates for transportation and storage while using less polyethylene—our solution: hexagonal bottles. Stylish and quite literally edgy, the new design allows bottles easy transportation by consumers without a second thought and flexible storage once home. The six sides of the bottle will enable them to stay put in almost every circumstance while also allowing the consumer to reshape how the bottles are stored. On top of those simple fixes, the new design only uses one-third of the polyethylene of the original packaging.