



JUST® is part of a team creating a world where businesses do things the right way – for people and the planet. Our intention is to make the JUST® way, the only way; to *actually* do things and make things the right way—and to help those around us do the same. Aiming for that intention, JUST® bottles water in a clean, fair, equitable and better way and, by doing so, sparks a community attuned to voting with their dollars for better solutions and alternatives to the way things have always been done.

JUST® uses only 100% spring water packaged in a carton made mostly of paper, from sustainably managed forests. The plastic cap is made from sugarcane that needs only rainwater to grow and pulls carbon out of the air as it develops. The carton is fully recyclable, efficient to ship and can be reused on the go.

JUST is a Certified B Corporation – JUST® has forged a new path around sustainable packaging and equitable sourcing, and the B Corporation provides a recognized and respected affirmation of that foundation. It also incorporates us into a community of companies that share a similar ethos. At JUST®, we’re trying to do better by people and the planet. That’s what it always comes back to, and we’re proud to have the B Corp recognition acknowledging that.

THE QUICK FACTS:

THE CARTON

The JUST water carton offers a **74%** reduction in carbon emissions compared to traditional PET plastic bottles by using paper and sugarcane plastic – both renewable resources. **82%** of the JUST water carton is made from these renewable resources. The JUST water carton is fully recyclable.

PAPER

The paper used in the JUST® water carton comes from Forest Stewardship Council (FSC)® certified forests, this responsible forestry ensures new trees replace the ones used. Paper doesn’t come from a fossil fuel (coal, oil, gas) – whereas traditional PET plastic does (oil). Using paper results in much lower carbon emissions, in return, a lower overall carbon footprint for the carton.

PLANT PLASTIC

The plastic for the cap and shoulder of the JUST® water cartons are made from sugarcane – a plant that grows back. The sugarcane is responsibly harvested and is not a fossil fuel.

THE SPRING WATER

JUST is **100%** spring water with a soft taste profile and naturally alkaline pH of **8.0**. JUST Water is responsibly sourced outside Glens Falls in Upstate New York. We use excess water and pay a premium for the water we do use; in return this provides revenue for the town and their water infrastructure needs.

FIND US:

To learn more please visit justwater.com

Instagram: [@JUST](https://www.instagram.com/JUST)

Facebook: facebook.com/JUST

Twitter: [@JUST](https://twitter.com/JUST)