



1700 Diagonal Road, Suite 650  
Alexandria, VA 22314  
T: 703-647-4609  
[jculora@bottledwater.org](mailto:jculora@bottledwater.org)  
[www.bottledwater.org](http://www.bottledwater.org)

February 4, 2022

Lori Silva, News Director  
KHON-TV  
lori.silva@khon2.com

Jenn Boneza, Reporter  
KHON-TV  
news@khon2.com

Dear Ms. Silva:

I am writing regarding your news report [“Possible bill could ban single-use plastic bottles in future years for Hawaii”](#) by KHON-TV reporter Jenn Boneza, which aired and was published online on February 2, 2022. This report contains false and misleading information about plastic bottled water containers—and as a result, KHON-TV viewers and readers are not getting the facts about this important issue. We request that your news report and online story be updated to include the following important bottled water container facts:

- While your story was about legislation that would ban all single-serve plastic bottles, it only focused on bottled water products. Bottled water containers are just one of thousands of food products packaged in plastic. And unlike so many other packaging options (such as plastic film, laminated foil, plastic snack bags, and meat trays), all bottled water containers are recyclable.
- Research shows that using other packaging options in place of plastic would be significantly worse for the environment. Results from a 2021 life cycle assessment of various beverage packaging containers—PET water bottles, PET soda bottles, glass bottles, composite beverage cartons, and aluminum cans—performed for IBWA by Trayak, LLC, concluded that PET water bottles have the lowest environmental impact of all packaged drinks. [As the infographic attached to this email details](#), PET water bottles produce the lowest environmental impact across several indicators, including greenhouse gas emissions, fossil fuel use, and water use. In addition, weighing on average just 8.3 grams, PET water bottles are the lightest packaging option, which cuts down on transportation costs.
- While Ms. Boneza’s report features a company that packages water in a shelf-stable carton, it is important to point out and understand that these cartons use three different packaging materials (paper, plastic, and aluminum), and are difficult, if not impossible to recycle. Yet, Ms Boneza does not mention how easy it is to recycle plastic beverage containers.

- An American Chemistry Council (ACC) report ([Life Cycle Impacts of Plastic Packaging Compared to Substitutes in the United States and Canada](#)) looked at the entire life cycle of plastic packaging versus the alternatives of aluminum cans, cartons, and glass—and concluded that PET plastic containers have the least environmental impact compared to those other packaging materials. The report’s most significant finding was the nearly doubling of greenhouse gas emissions—a major contributor to global warming—that would occur using non-plastic containers (i.e., aluminum cans, cartons, and glass). In fact, the use of those alternative packaging materials produces about 60 percent more greenhouse gas emissions than plastic beverage containers.
- Latest research on the major origins of microplastic particles shows these are not from bottled water production, but from wastewater from washing machines. [Read more here](#). It is also important to note that only 3 percent of ocean plastic originates in North America. [Data from Oxford University shows](#) that if North America (includes Mexico and Canada) were to completely eliminate ALL plastic use, the effort would only result in a 3 percent reduction in ocean plastics.
- PET plastic bottles are highly favored by consumers. Results from [The Harris Poll](#) found that among bottled water drinkers who have a packaging preference (86 percent), nearly 8 out of 10 (79 percent) prefer it packaged in plastic bottles. Fifteen percent said glass, 4 percent said metal cans, and 2 percent said paper cartons or box.
- Bottled water drinkers litter less often and recycle more diligently than consumers of other beverages. See [attached graphic showing “litter rate by beverage type”](#) from [Keep America Beautiful’s National Litter Study](#). This graphic shows liquor, beer, sports drinks, soda, and juice containers are littered a lot more frequently than bottled water containers. And of all the PET containers that are recycled through curbside programs, bottled water containers make up [approximately 52 percent](#), compared to soda containers, which are 16 percent.

Lastly, the recyclability of drink containers is complicated. Thus, it’s imperative that reputable media organizations such as KHON-TV, with its wide viewership, present clear, accurate, and factual information to its viewers and readers.

We kindly request that you update your news report and online story to reflect these facts so that your viewers and readers are not misinformed about the low environmental impact of bottled water containers.

Sincerely,

Jill Culora  
 Vice President Communications  
 International Bottled Water Association