

# INNOVATION AT THE HEART OF THE EVIAN® SPIRIT

Innovation has always been the driving force behind evian®'s success. Thanks to this transformed production site, evian® is able to continue to innovate, offering consumers new solutions to hydrate themselves that suit their lifestyles and their growing interest in sustainability. Wherever they are, evian® has the perfect solution. Indeed, evian® natural mineral water is sold across the five continents and valorized for its pure taste. In the world, evian® is a true ambassador of the «French Touch». evian® created the category of bottled natural mineral waters in a great number of countries in the 1980s,

such as the United States, Canada, Japan, and since then has never stopped expanding, always paying close attention to its customers. evian® has thus succeeded in developing specific products that integrate the highest international quality standards, and which have made their way into the daily lives of city dwellers around the world: in hotels, restaurants, airports, train stations, handbags, sports bags, at work, at the cinema and more. evian® is also a special partner of leading events in the realms of sport, fashion and gastronomy.

	<b>1826</b>	Jugs: the first type of packaging used for evian® natural mineral water intended for evian spa visitors
	<b>1908</b>	90 cl glass bottle: the water is sold for the first time in pharmacies
	<b>1910</b>	Aluminium capsule: sealed bottles
	<b>1962</b>	Facial spray: system to spray evian® natural mineral water in fine droplets
	<b>1969</b>	1.5 l PVC plastic bottle: mainstream consumption of bottled water takes off and water is sold in supermarkets for the first time
	<b>1980</b>	First 2 l bottle in France: increase in consumption by families
	<b>1984</b>	Small PVC formats 33 cl and 50 cl: carry-everywhere bottles go on sale
	<b>1985</b>	Screw cap: improved bottle seal
	<b>1985</b>	Handle added to 6-bottle packs: easier to carry
	<b>1990</b>	Bib'evian®: adapter which transforms the 33 cl bottle into a baby bottle
	<b>1992</b>	The first bottle made of sculpted glass is created for the Albertville Olympic Games: the start of specially designed water bottles
	<b>1995</b>	First PET plastic bottle: easy to crush, transparent and recyclable
	<b>2000</b>	evian® Millenium bottle shaped like a drop of water to mark the changeover to the year 2000
	<b>2001</b>	Invention of the removable barcode: supermarket checkout-friendly
	<b>2007</b>	New range of 33 cl and 75 cl glass bottles: special formats for luxury hotels and restaurants
	<b>Since 2007</b>	Limited edition bottles in partnership with leading fashion designers: Christian Lacroix, Jean-Paul Gaultier, Paul Smith, Issey Miyake, Courrèges, Diane Von Furstenberg, Elie Saab, Kenzo, Alexander Wang and Christian Lacroix again for the 10th edition
	<b>2008</b>	Introduction of recycled PET (R-PET) in the bottle-making process: a more environment-friendly material
	<b>2010</b>	Creation of myevian.com: personalised glass bottles
	<b>2012</b>	Creation of evianchezvous.com: a home delivery service in Paris and its suburbs
	<b>2013</b>	Creation of a PET Prestige range: products adapted to international and premium markets
	<b>2014</b>	Creation of the evian® drop bottle: heat-sealed lid capping system
	<b>2016</b>	evian® Fruits & Plants: the first flavoured waters made with evian® natural mineral water
	<b>2016</b>	"Packaging-free" Prestige Pack: patented technology for a packaging-free future