

#### Contact us

florence@gobilab.com  
samuel@gobilab.com  
xavier@gobilab.com

#### Legal Mentions

S.A.S. au capital de 19 723 €  
R.C.S. Paris 522 903 194  
T.V.A. intra-communautaire :  
FR83522903194

#### SIÈGE SOCIAL :

32, bd de Strasbourg  
CS 30108  
75468 Paris Cedex 10

Green Dot Awards  
Submission in the category : Products  
Name of Product : Gobi

#### Who are we ?

- ★ Business or Organization Name : GOBILAB
- ★ Address : CS 30108 – 32, bd de Strasbourg, 75 468 Paris, France
- ★ Phone Numbers : 0033 6 64 47 48 21 or 00 33 1 70 23 28 06
- ★ Contact Person : Florence Baitinger, co-founder



- ★ A description of your company

Gobilab is an independent business run by three entrepreneurs. It was created in June 2010 to give birth to Gobi : our idea to replace disposable cups and bottles. We want Gobilab to be a creative and participatory business, as Gobi has already benefited from the energy of all those around us and those we sought out. Ultimately, our ambition is to propose new, innovative alternatives for products and services whose environmental impact is too heavy or that do not have enough social value. Gobilab resembles our professional backgrounds and personalities. It's a blend of people who are passionate about politics, social issues, sustainable development, web, and innovative community mobilization : basically, a blend of open, curious, and enthusiastic lovers of life.

- ★ Name(s) and title(s) of the creators and collaborators of the project :

**Florence Baitinger, Samuel Degrémont, Xavier Moisant** : co-founders of Gobilab, creators of the Gobi



**Cédric Ragot** - Cedric Ragot Design Studio : worked with Gobilab on design



**François-Xavier Ferrari and Anthony Boule** - Coopérative Mu : worked with Gobilab on the preventive eco-design (life cycle assesment, evaluation and optimization of the environmental impact and sanitary performance)



## What is Gobi ?



Gobi is a personalizable, reusable Bottle.

It is eco-designed, made in France and BPA free.

It is the first reusable bottle that was specifically designed to integrate easily into an office or urban realm to offer an appealing alternative to disposable cups and bottles.

It is a B2C and B2B product. Consumers buy it directly or are equipped with it by their employers.

People use on average 650 disposable cups per year in offices (2 billion at the French national level - with only 1% being recycled) and throw away approximately 7 kilos of single-use water bottles (with less than 40% recycled) ultimately resulting in air and land pollution and plastic vortexes in the oceans : that is a very heavy financial and environmental cost to satisfy a basic need!

We investigated the reasons why no reusable solution had made its way into offices nor been significantly adopted by the average consumer, and found one key reason was the design of traditional canteens is not adapted to fit into offices (both in terms of style and functionality) and not attractive enough to really compete with disposable bottles in everyday urban life.

Gobi's design breaks with the codes of sport and hiking. It is transparent because sociologists found it is key for the user to see the water and that the inside of the bottle is perfectly clean.

Gobi's design reappropriates the codes that make disposable bottles attractive (transparency, lightness, purity) adding new functionalities and environmental value.

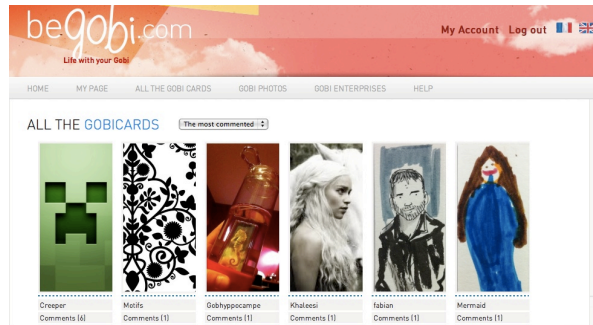
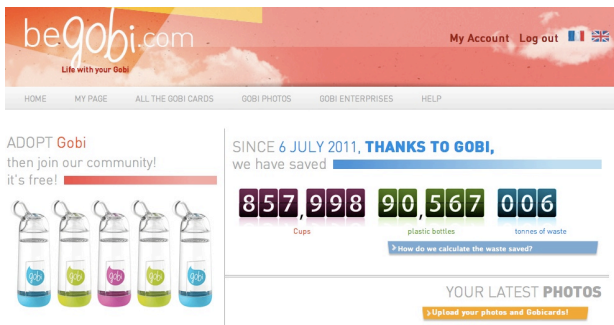


It has a very innovative personalization system to make it easy to recognize one's Gobi among hundreds of others at school or work (without altering the design). This feature is key in places where everybody uses a Gobi, since you do not want to drink from someone else's bottle (and share his/her germs!).

Businesses love that personalization system because it offers them an original space for delivering a message or showcase their creativity when they offer Gobi.



Gobi has its own community : [www.begobi.com](http://www.begobi.com) where users meet, share their personalization ideas and pictures and follow the amount of waste collectively prevented. Businesses, NGOs and public organizations have their own page on begobi.com.



Gobi has its own non-profit project, called Eaupen (Eau means water in French) :



It is a geo-locator of water points available to the public to make it easier to refill any reusable bottle. Development was recently initiated during HackDay Paris and the application will soon be available in the Apple store. The begobi community will be mobilized to add water points and convince restaurants and cafes to join the movement.

## How is Gobi manufactured and delivered to consumers ?

**Gobi is 100% made in France** : invented and sold by Gobilab, designed by Cedric Ragot, eco-designed by the société cooperative Mu with the support and participation of the French Governmental Agency for the Environment (Ademe) and manufactured (molded and assembled) by Microplast, 50 km away from Paris.

We started manufacturing and selling Gobi in June 2011.

During those first 6 months :

- **Gobi was adopted by approximately 40 businesses** (including Google in 8 European offices) in various European countries, to equip approximately 10,000 employees or offer to external publics (approximately 5,000). It is integrated in sustainable development plans or green workplace programs or offered as a symbol of change and innovation.
- **5,000 Gobis were ordered on the online store**, thanks to a very active and enthusiastic fan community, the support of major environmental NGOs (WWF, Surfrider Foundation, Greenpeace) and good media coverage.

We created print and web communication tools that our clients use to facilitate adoption in offices, create and share their gobiscards or advocate for waste prevention.

**Gobi for Businesses are delivered with customized Gobiscards that employees may keep or remove.** We refuse to let businesses carve their logos on the bottle, however they have the possibility to **create limited editions** of the tag (the colored base of the Gobi).

**Consumers have the choice of 6 colors** (green, pink, blue and starting this Christmas : red, translucent, and gray) and are encouraged to be creative on [www.begobi.com](http://www.begobi.com) .

In addition to the online store on Gobilab's website, it will soon be available in a selection of stores that specialize in ecological and design products. The Surfrider Foundation also started selling Gobi to contribute to the financing of campaigns.

## How does Gobi exhibit excellence in sustainability and environmental responsibility ?

Gobi is "a textbook case of eco-design"

We conducted a program of research and testing of 10 months on environmental and health issues :

- Mu, our eco-design experts, **evaluated the life cycle** (manufacture, use, end of life) **of the Gobi** prior to production. **The final design, the choice of materials, packaging and logistic options all took into account the recommendations that emerged from this preventive life cycle assesment.** The final result is that Gobi is a solution significantly more effective than the averages of options for water consumption outside the home in key indicators of resource depletion, air, water and soil emissions. We also worked on minimizing the amount of water necessary for a safe maintenance of the Gobi : consumers are recommended to wash their Gobi once a week and rinse it with 10 cl every morning (that amounts to 80 liters/year which is the equivalent of half the average consumption of a French citizen in one day).
- **Gobi is safe to re-use.** The most widely used plastics have raised the most concerns in recent times and led us to abandon polycarbonate (BPA) and PET—the most commonly recycled plastic (raising questions of antimony, formaldehydes, and endocrine disruptors)—and to seek innovative alternatives. The Precautionary principle was the guideline in choosing the material: a negative list of 54 components and additives to be avoided served as a reference. Gobi is made of Tritan, an innovative new generation copolyester that is BPA-free and was developed for re-usable bottles. It is approved for food contact, it does not have an additional liner, it is light yet resistant and lasting, dish-washer safe, and it doesn't turn yellow or retain odors. The manufacturer (Eastman) agreed to provide the detailed life cycle assesment and signed the precautionary list as required, guaranteeing the absence of the 54 components and additives that raise health safety questions. Laboratory migration tests on new and older material showed material inertia.
- **Gobi is fully recyclable.**
- **Gobi is delivered in a brown kraft bag that has 3 different functions** : display instructions for use, protect it from external pollutions, and prevent the Gobi from moving in the shipping box. It is lighter and less voluminous than a cardboard box which optimizes transport from an environmental efficiency point of view.



## Gobi design and aesthetics

Gobi was designed for Gobilab by Cédric Ragot [www.cedricragot.com](http://www.cedricragot.com)



«Eco-conceived, portable and fun, it has been thoughtfully designed to be easily filled, carried, cleaned, re-used and customized.

A deliberately uncluttered design, focusing on the essential : water and its preciousness. It also puts the emphasis on functional details.

Its neck, as the first element in contact with water, offers a large diameter allowing the Gobi to be filled at all kinds of water dispensers : taps, fountains... but also to be easily cleaned, for you to be able to re-use it and ensure its longevity.



The cap with an integrated handle makes it easy to clip on a strap or carry your Gobi with your forefinger.



Also, in order to make the Gobi your very own, express your mood or get a message across, you can slip a card at the core of the Gobi between two waterproof panes of glass accessible from the detachable base made of elastomer material.

Immersed in the flask, the card and its picture or photo will be, depending on the level of water, more or less amplified by the magnifying-glass effect of the water.

True companion for our everyday life, water container and sign of change at the same time, Gobi fits in every environment, office, school, underground, beach...

Gobi offers a new way of drinking water throughout the day, more ecological, cost-effective and creative than using disposable cups and bottles.»

