



Innovation > Retail > Bottle caps keep consumers healthy, help them make new friends

BOTTLE CAPS KEEP CONSUMERS HEALTHY, HELP THEM MAKE NEW FRIENDS



RETAIL

Two campaigns aim to bring another dimension to plastic bottle tops, helping consumers to drink more water and even make new friends.

UNLOCK THIS INNOVATION AND MUCH MORE... //

Become a member today and get early access to the ideas transforming our world from just **£39 per month***

Exclusive member benefits:

- Access to over 13,000 innovations
- Monthly horizon scanning reports
 - Exclusive feature articles

BECOME A MEMBER

Already a member? [Sign in here](#)

Sign in

LIBRARY ACCESS