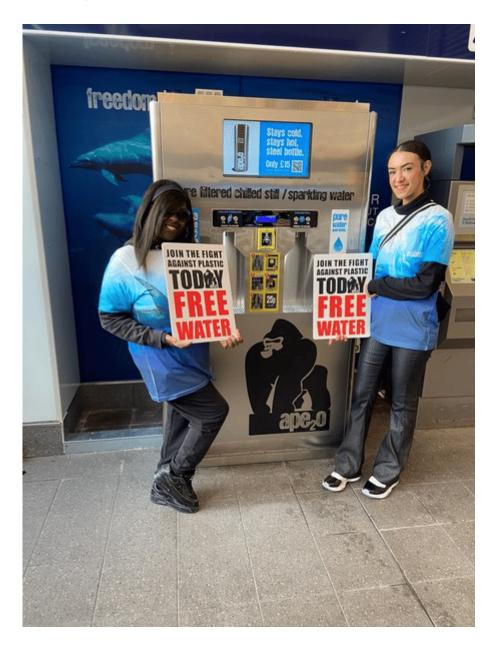


SWR helping tackle plastic waste, one water bottle at a time

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Making sure you have your eight glasses a day can be tricky when you're on the move, but South Western Railway (SWR) is doing their bit to help passengers stay hydrated in their stations – whilst helping the environment.

Via a partnership with ape2o, a certified B Corp company, passengers at busy SWR stations can take advantage of water refill stations, offering pure chilled and sparking water, and encouraging people to ditch single use plastic bottles.

A three-phase, advanced filtration system and ultra-violet light is used to clean and sterilise the water,



removing any impurities down to the molecular level and dispensing it hygienically as people can't touch the water source.

Each water refill costs 25p for half a litre, with 10% of sales being donated straight to marine and freshwater conservation and clean-up projects

The project is launching at Vauxhall, Wimbledon, Putney, Kingston, Richmond, Twickenham, Hampton Court and Bournemouth stations, and is set to reach over 110,000 passengers every week day. It is hoped that this huge reach will boost ape2o's mission to help reduce the impact of plastic waste on our streets, as well as the oceans and marine life. There are further plans to roll the scheme out across London and other cities.

Additionally, 300 lucky passengers will be receiving a free ape2o stainless-steel water bottle to enjoy their drink from.

The free bottles are being handed out today (Thursday 6th October) between 07.00-10.00 and 16.00-19.00 at Richmond / Putney stations, and Tuesday 11th October between 07.00-10.00 and 16.00-19.00 at Vauxhall / Wimbledon stations.

Amy Dickinson, head of sustainability at SWR said: "At SWR we're committed to supporting the Less Plastic Pledge through reducing and recycling waste and providing solutions to our customers that help them make sustainable choices. Working alongside companies like ape2o helps to encourage all of us to think more sustainably for the future of our planet."

Anthony Newman, founder of ape2o said: "We've already saved more than 250,000 plastic bottles from ending up in oceans and landfills with our current machines. Our partnership with SWR will now help us to reach millions more passengers, showing them how ditching the plastic can be a force for good. We bring the same trusted benefits as bottled water such as convenience, purity, and hygiene, but without the plastic and at a fraction of the cost. It's time to go ape2o!"

Image credit: South Western Railway