

Trash Hero Bottles & Program - Indonesia

Frequently Asked Questions (FAQ)

1. What is the “big picture” goal of the Bottles Program?

Answer: The mission of the Bottles program is simple – get people to change their behavior and refuse single-use plastic products, and to reduce (and ultimately eliminate) the amount of single-use plastic products that enter into the environment by offering affordable, reusable alternatives.

2. How much does it cost for a business to buy a TH water bottle?

Answer: Bottles can be purchased by businesses from Trash Hero for 85,000rp each. This is how much the bottles cost from the supplier (80,000rp) + the average transportation cost around Indonesia (5,000rp). Trash Hero makes zero (0) profit from the water bottle program.

Our bottles are made from stainless steel so they are resistant and long-lasting, they are 750ml with a Trash Hero logo and a mention “Love Indonesia”, or “Love Bali” or “Love Komodo” or other area depending on order quantities.



(see a Thailand bottle here for example)

3. How much are the bottles sold to customers for?

Answer: Bottles can be sold to customers for 130,000rp each. It is important that the bottles are offered at an affordable price to encourage customers to

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buy them. We also don't want price competition between Trash Hero bottle program participants. **Therefore bottles can only be sold for 130,000rp – no more, no less.**

4. How many bottles can my business order?

Answer: As many as you think you can sell! Because Trash Hero pays for the cost of the bottles when they are ordered from the supplier, you must pay the full amount for all of the bottles you order at the time of your order. One box includes 60 bottles but you can order less than 60 if you would like.

5. What else comes printed on the bottles in addition to the Trash Hero logo?

Answer: Every bottle will have the Trash Hero logo. There will also be the separate phrase "Love INDONESIA" or "Love BALI" or "Love KOMODO". In areas where there are many businesses participating in the bottle program, the location may be more specific, such as "Love Bali" or "Love Komodo", providing we have enough orders to produce them. We need 500 bottles to be able to do so.

If you would like to add your business' name or logo to the bottles, in addition to the Trash Hero logo, you must order a minimum of 100 bottles. This is the minimum custom order amount from the supplier. Our supplier will quote you directly this extra cost and invoice you, so it is transparent.

You should also feel free to put stickers with your company logo on the bottles.

6. How do I order the bottles?

Answer: Send an email to your local Trash Hero chapter (find your local chapter contact information at <https://trashhero.org/chapters/>), or to the main group at info@trashhero.org.

7. Ok, I have ordered some bottles to sell to my customers. Now what?

Answer: Now you must set up a free refill station. It is a requirement of participating in the Trash Hero bottle program that if you sell the bottles, you must also offer free refills of drinking water to anyone with a Trash Hero water bottle – *no matter where the bottle was purchased!* This is because it would defeat the purpose of the bottle program if people had to buy water in plastic bottles in order to refill their reusable water bottles.

Having a free drinking water refill station is a requirement of participating in the Trash Hero Reusable Water Bottles Program.

Trash Hero Indonesia is teaming up with <http://www.social-impakt.com/> to offer Nazava water filters as an alternative to water gallons or bottles. If you wish to purchase a water filter to provide clean drinkable tap water, please let us know when you are ordering the bottle and we will get back to you with

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details. Filter start as low as 280,000Rp and lasts up to 24 months. Please see the detailed costs below.

8. What's a "refill station"?

Answer: A refill station is an easily accessible area within your business location where customers can refill their Trash Hero water bottles with clean, safe drinking water for free. Typically, this will be an area at the front of the shop or restaurant, or in the lobby of a resort, where a water dispenser machine or a Nazava filter is set up. The refill station must be clearly marked as a "Trash Hero Refill Station" – we have posters and banners we can provide to you to mark the refill station location.

Here's an example of a refill station in Thailand:



While you can offer water in a way other than a water dispenser machine, such as from a pitcher or other vessel, a water dispenser machine will make customers feel most comfortable that the drinking water you offer is safe and clean for drinking. And we want people to feel comfortable refilling the reusable water bottles – otherwise they will still buy plastic water bottles!

9. Won't my business lose money by giving away free refills?

Answer: The only way you can lose money is if you offer free refills, but only sell very, very few bottles.

- o For example: You buy the bottles for 85,000 IDR each from Trash Hero, and you sell them to customers for 130,000 IDR each. That means you have 45,000 IDR initial profit from each bottle, minus taxes of 10% is left 40,900 IDR per bottle.
- o In Nusa Lembongan (for example), 19 liter "big bottles" or gallons of drinking water (the kind used in water dispensers) can be purchased for 30,000 IDR each. We know price varies around the country so we took this example as an average.

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- o If you sell 10 bottles, you make 409,000 IDR profit. That will buy 13 gallons of drinking water. If you sell 7 bottles, you make 280,000 IDR and that will buy you a water filter.
- o Each Trash Hero water bottle holds 750ml of water. This means each gallon of water in your refill station will refill 25 Trash Hero bottles ($19,000 \div 750 = 25$). The cost of a refill is therefore 1,200 IDR
- o So, if you sell just 10 bottles, the only way for you to lose money is if you give over 34 refills of 700ml PER BOTTLE!
- o The more bottles you sell, the more money you have to cover the cost of refills – and the more you get to keep as profits!

Over the last year, even our busiest refill stations in areas where thousands of bottles have been sold only give out at the most, 80-100 refills per day. So don't worry, as long as you sell the bottles, there's no chance you'll lose money. In fact, you'll make a nice little profit!

If you want to make the profit even higher AND not use plastic gallons anymore, get a water filter from our partner Social Impakt, the cost of the water is divided by 30 as you are using tap water. The filter lasts 24 months and all is needed is a clean every week. Please see details on their website: <http://www.social-impakt.com/waterfilters>.

We are making ZERO profit from the filter sales, we just think it is a great and economic solution!

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10. What about my plastic water bottle sales? Won't I lose money if people stop buying plastic water bottles?

Answer: Maybe! But, choosing reusable bottles over single-use plastic bottles is a choice "for heart" – it's about taking care of our world, together. In fact, you can choose to simply stop selling plastic water bottles or offering glass bottles as well that can be recycled. Many businesses in the Trash Hero water bottle program have stopped selling plastic water bottles completely, and report no complaints from customers!

11. Can my resort/hotel save money by switching from plastic bottles in rooms to Trash Hero reusable water bottles?

Answer: Yes! Resorts that have switched from providing two plastic water bottles in each room to instead putting Trash Hero bottles in the rooms are saving money every day.

- o In a lot of resorts, normally is provided two 0.5 liter bottles in each room at a cost to the resort of roughly 3,000 IDR per bottle, or 6,000 IDR total per room, per day. If a resort has only 10 rooms, the overall cost to the resort using plastic bottles is 1,800,000 IDR per month.
- o In contrast, a Trash Hero water bottle costs just 1,200 IDR to refill, or 2,400 IDR per day per room for 2 bottles – saving the resort 3,600 IDR per day, per room! If you have just 10 rooms, that's a savings of 1,080,000 IDR per month! And so many plastic bottles that you are not throwing away anymore!
- o And don't forget – many customers will want to buy the bottles and take them home, which not only saves the resort/hotel money, but actually makes a profit for your business!


12. Ok, selling the Trash Hero water bottles won't hurt my business. But how will selling the bottles help my business?

Answer: More and more, customers are voting their personal values by choosing to spend their money at businesses that are environmentally responsible. Selling the Trash Hero water bottles tells your customers you care about more than just money – you also care about them, and the world we all share!

More than that, it also brings customers to your door! By having a refill station, potential customers who already own the Trash Hero water bottle will seek out your business to refill those bottles (20, 50 or 100 refills a day means that many customers in the door each day!). And once they are in the door, they can't help but notice all the wonderful products and services you have to offer. Selling the Trash Hero water bottle is a great way to get customers to see your business – something every business owner wants!


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And then of course there are the positive reviews you get by giving a little extra value for your customers and your community. Here is just a sample of the reviews received by actual business that participate in the Bottle Program:




Luluca3
Level Contributor
9 reviews
3 restaurant reviews
5 helpful votes

"Good Ambience, great food and Amazing role with TRASH HERO project"
 Reviewed 3 weeks ago
 Very cute and welcoming ambient, great hamburgers. Amazing work with Trash Hero project, we heard from the owners about this program to clean Koh Lipe and nearby islands and I believe every establishment in Koh Lipe (Hotel, Restaurants, Stores) should support it thinking on the long term sustainability of the Island.
 Helpful? 1 Thank Luluca3 Respond Report




tdt273
2 reviews
2 helpful votes

"Best place on the island!"
 Reviewed May 8, 2015 via mobile
 Had such a great time with P'Oh and P'Sue and the staff! Food is so amazing with the coldest drinks on the island. Another great point is the refillable water station. Trash hero! Great way to start off my Thailand tour!
 Helpful? 2 Thank tdt273 Report



Ladyinawe
Kuala Lumpur, Malaysia
Level Contributor
9 reviews
7 hotel reviews
10 helpful votes

"Comfortable and central"
 Reviewed April 17, 2015 via mobile
 ...What I like the most is that there was a "Trash Hero" bottle on loan to me for used throughout my stay which saves up on buying water and help to reduce plastic waste at Koh Lipe. Overall a good place to stay and I would recommend it.
 More
 Helpful? 1 Thank Ladyinawe Report



Peggy101
Melaka, Malaysia
Level Contributor
79 reviews
18 restaurant reviews
64 helpful votes

"1st Breakfast to start my Day in Koh Lipe"
 Reviewed October 26, 2015
 I had my breakfast there, like the food, the atmosphere and the owner is nice too. The shop is in the Trash Hero program too, free to refill water with the trash hero bottle.
 Helpful? 1 Thank Peggy101 Respond Report

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