Coastal Cleanup Day and Crystal Geyser

The California Coastal Cleanup Day Program has partnered with Crystal Geyser Natural Spring Water Company since 2008, as both an event sponsor and supplier of donated water for volunteers. The partnership has brought numerous positive benefits for both our organizations; however, the Coastal Commission recognizes the potential for confusion or potential conflict in working with a company that packages its product in plastic bottles and caps – two items that consistently appear among the top ten items removed from California’s beaches and waterways each year. In light of that, the Coastal Commission has worked closely with the head of the company – who was not fully aware of the impact his packaging had on the marine environment – to improve the ecological footprint of his product to the greatest extent possible.

Since 2008, and thanks to the influence of the Coastal Commission and Coastal Cleanup Day, Crystal Geyser has:

- Light-weighted their single-serving plastic bottles. In 2020, the target for their 500 mL water bottle will be to contain only 7 grams of PET, the lightest-weight water bottle on the market. Lighter-weight plastic bottles require significantly fewer pre-production plastic pellets to produce, which leads to fewer plastic pellets escaping facilities and becoming marine debris. (Pre-production plastic pellets are the most numerous item of litter found on Southern California beaches, outnumbering cigarette butts by a factor of 100, according to the Southern California Coastal Water Research Project.)
- Crystal Geyser’s bottling plants have all signed on to (and follow!) the industry best practices program “Operation Clean Sweep,” which is designed to minimize or eliminate all pellet loss.
- Eliminated the use of cardboard in their packaging of cases of single-serving water bottles.
- Crystal Geyser introduced the first water bottle “sports cap” with no removable plastic pieces, creating fewer separate pieces of plastic to lose to the environment.
- Crystal Geyser also brought the first “tethered cap” to market. The new bottle cap, which will be in production for single-serve water bottles in the Southern California market in 2020, is significantly smaller (thus using less plastic), is made from HDPE plastic (which is recyclable everywhere in California), and cannot be removed from the water bottle. This innovation, which the rest of the bottled water industry has maintained cannot be achieved, was done because Crystal Geyser realized the problem caps create in our marine environment thanks to their connection with Coastal Cleanup Day.
- In 2020, Crystal Geyser is working with recycling centers in the Great Los Angeles area to remove 12,000 metric tons of PET – the equivalent of more than 1 billion bottles - per year. The recovered plastic will be reprocessed by Crystal Geyser for use in both of the California bottling plants. By 2020, Crystal Geyser’s target is to have its products contain 50% recycled PET – the highest percentage of recycled plastic on the market by far.

In addition to their work with the Coastal Cleanup Day Program, Crystal Geyser also supports reforestation efforts by American Forests. In 2021, American Forests will plant the 1 millionth tree made possible by support from Crystal Geyser.