



SOAPBOTTLE

PACKAGING MADE FROM SOAP

Information | Text short and long

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SOAPBOTTLE – Packaging made from soap

On average we use 11 bottles of shower gel and 10 bottles of shampoo per year (in Germany). Assuming that it is bottled in plastic, this corresponds to 75,000 tons of plastic waste. And that would fill about a thousand Olympic swimming pools. So why is a product that is only used for a few weeks made from a material that takes more than 400 years to decompose?

SOAPBOTTLE is packaging made from soap. The design transforms the concept of packaging-free cosmetics by turning the product itself into packaging.

The simple rectangular shape and the engraving refer to a traditional piece of curd soap. It can be opened by cutting the marked corner. For this purpose, a reusable metal closure can be attached to the bottle. The soap bottle consists of 80 grams of soap, holds 100 milliliters of liquid and is therefore designed for use for about a month. Because of the tube it's possible to hang the SOAPBOTTLE with a ribbon in the shower. Moreover, the strap makes it easier to handle the bottle, which becomes slippery in the water. Alternatively, it can be placed on a sponge.

As the content within is being used, the soap packaging very gradually dissolves. When finished, remnants can be used again, as hand soap or processed with soda and natron into detergents.

Soap is made of natural ingredients and is biodegradable: waste can be completely avoided. Of course, a "soap package" doesn't have the characteristics we are used to from plastic bottles: it is not unbreakable, it is soluble in water, when used the surface becomes slippery. These supposed disadvantages are used as design elements: the concept plays with the process of dissolution, with the transformation of the object and the individuality resulting from these aspects.



How the SOAPBOTTLE story began

Jonna Breitenhuber created and developed the concept SOAPBOTTLE during her master studies. Through her work as a packaging designer for cosmetic products, Jonna first became aware that there are hardly any plastic-free packaging for liquid personal care products. Therefore she wanted to work on this problem in her master project. Jonna was inspired by the food industry, which already has a few examples where the product itself becomes packaging. In case of the ice cream wafer for example, the „wrapper“ can even be used completely. She was wondering if she could transfer this concept to hygiene products. Therefore she started experimenting with soap.

And finally Project SOAPBOTTLE was born.

Bio Jonna Breitenhuber

Jonna Breitenhuber (*1992) is a product- and process designer based in Berlin. After graduating from high school, she attended a pre-study in art and design at Werkbund Werkstatt Nuremberg. She continued to study industrial design at OTH Regensburg and completed her master's degree in product design at University of arts Berlin in 2019.

The next chapter

So far, SOAPBOTTLE is still a concept and we have just started an exciting journey to move from concept to product. In order to do this SOAPBOTTLE joined forces with Marie-Stella-Maris this summer. The product launch date will be revealed soon...

SOAPBOTTLE X MARIE-STELLA-MARIS

CARE FOR WATER

"I am very happy to work with Marie-Stella-Maris because I can completely identify myself with the values and goals of the brand. The combination of a sustainable philosophy and feel-good products with a modern, timeless design is something I also intended to create with SOAPBOTTLE. And of course, I fully support their vision that everyone in the world should have access to clean water. The fact that project SOAPBOTTLE will also support clean water and hygiene projects in the future is great."

— Jonna Breitenhuber

Marie-Stella-Maris believes everyone in the world should have access to a source of clean water and hygiene. Water is essential to all life; access to clean water has even been declared a basic human right by the United Nations.

They offer natural mineral water, natural care products and luxurious home fragrances. For every product they sell, they donate a fixed amount to support clean water projects worldwide. Next to their positive social impact, they are aware they have an impact on the environment; they have taken several steps to reduce it by developing refill solutions for their products and sourcing more locally. Ever since launching in 2011, they have been able to donate over €1.250.000 and help more than 35.000 people with access to clean water.

"We know that as a company producing products, we have an impact on the environment. And although, we are aware of this and have taken several steps to reduce it (developing refill solutions, sourcing more locally e.g.) we are not there yet. Joining forces with Jonna Breitenhuber to develop the concept SOAPBOTTLE into a real product, will contribute to facilitating our customers to enjoy design and quality hygiene products on an even more sustainable way. We both value aesthetics in product experience and search for solutions to reduce our waste, what makes this collaboration a natural fit."

— Joshua Jansen, Impact Director at Marie-Stella-Maris

Stay tuned for updates on Instagram and our website.

www.projectsoapbottle.com | info@projectsoapbottle.com | https://www.instagram.com/soapbottle_official/

