

Retap Brand Book



We want to improve the way to drink water.



Retap

It's a **strong** and **effective** name.

It's **meaningful**, because it communicates the essence of our core product: a reusable bottle for refilling from the tap.

It's **distinctive**, because it's unique, easy to remember and easy to pronounce and spell.

It's **visually attractive**, because it has a powerful graphical presentation in the logo and in text.

It's **positive**, because it relates to reusing/ recycling.

It's **modular**, so we can build brand extensions, like: 'to retap', 'Retapper', '#RetapMoment'.

What's in a name?

A good name is essential for a brand. It should sound good, look good and suit the brand.



“Retap stands for refilling with tap water”

Rethink water

We want to improve the way to drink water. Drinking water is an activity that deserves more attention: something we need to **rethink**.

We drink water every day, so it should be an experience we enjoy, with awareness for the most relevant aspects when drinking water: our personal **health, sustainability** and good **design**.



Rethink water.

“Drinking water is an activity that deserves more attention: something we need to **rethink**.”

Health

A healthy lifestyle requires to drink at least two liters of water a day. It refreshes and is good for your general health and energy level.

To keep your drinking water clean, glass is the most suitable material. In addition, our lid is free of PVC, bisphenol A (BPA) and phthalates.

Eco

Water is the essence of life and should not be exploited in a way that harms the environment, so we encourage drinking water from the tap using a Retap Bottle.

The bottle can easily be cleaned and refilled with tap water endlessly to prevent the useless shipping of water and bottles.

Scandinavian Design

We proudly received the Red Dot Design Award, the Good Design Award and the Promotional Gift Award for the simple and functional design.

Our values

You need to stand for what you believe in, and follow it through. We care about drinking water and what really matters for it.



reddot design award
winner 2011



Good Design Award
Winner 2012



PROMOTIONAL GIFT
AWARD 2011

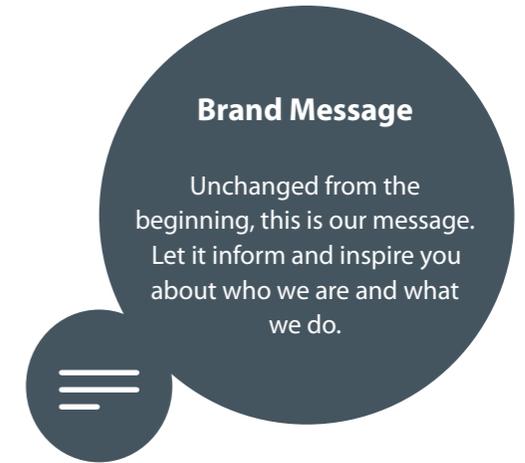
The Beginning

“Retap was initially influenced by reading about plastic islands in the oceans consisting mainly of plastic bottles. With the UN climate meeting 2009 in Copenhagen (COP 15) closing in, we became more aware of the negative impact of bottled water on the environment.

We felt that something had to be done. So we set our minds on designing a bottle that is especially designed for drinking tap water.

A year and many designs later in the summer of 2010, we released the Retap Bottle, and we’re very proud of this eco-friendly and beautiful product.”

Robert and Lars, founders of Retap



Brand Message

Unchanged from the beginning, this is our message. Let it inform and inspire you about who we are and what we do.

“We value good design, a healthy lifestyle and a sustainable future. With that in mind, we’re on a mission to improve the way to drink water.”

The Retap Bottle

Designed to give a great experience when drinking water directly from the bottle.

The shape and opening of the Retap Bottles are optimally designed to give the best water flow into your mouth.

Retap Bottles are made from **borosilicate glass**. It's extra strong, light weight and scratch-proof: ideal for drinking water.

The lids come in **15 distinct colours**. They are made from thermoplastic elastomer (TPE) and are 100% safe to use (BPA and phthalate free).



Further references

For more information about Retap and our products, have a look at the proposed material on the right.

For questions related to Marketing and Branding, please contact:

Robert Hjernberg

Mail: robert.hjernberg@retap.se

Tel.: +46 70 692 64 06

www.retap.com/staff/robert-hjernberg



Water & Lifestyle

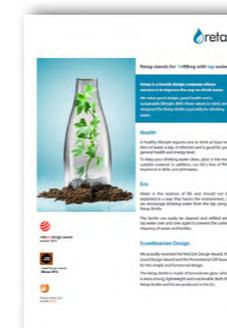
Water & Lifestyle is our lifestyle magazine and product catalogue. It features articles about drinking water, design, eco and health. It also features an overview of our products, accessories and additional options.

www.retap.com/catalogue

Retap Style Guide

The Retap Style Guide provides guidelines for the use of our logo and the use of fonts and colours in relation to official Retap documents. It also has a link to download our official logo.

www.retap.com/for-press-and-media



Retap Bottle Intro

The Retap Bottle Intro is a short introduction in our core product, The Retap Bottle. It explains how our main values are reflected in the design and it shows all our lid colours.

www.retap.com/product-info



Retap ApS

Praestegaardsvej 9
DK-6534 Agerskov
Denmark

info@retap.com
www.retap.com

 [Facebook.com/Retap](https://www.facebook.com/Retap)

 [Instagram.com/Retap_DK](https://www.instagram.com/Retap_DK)