



The PackH2O™ Water Backpack Receives the 2013 People’s Design Award at National Design Awards Gala

The Innovative Water Transportation and Storage Backpack is Recognized by Smithsonian’s Cooper-Hewitt, National Design Museum and *Smithsonian* magazine.

On October 18, the Smithsonian’s Cooper-Hewitt National Design Museum recognized the PackH2O™ water backpack with its prestigious 2013 People’s Design Award. The PackH2O™ is produced by Greif, Inc., the global leader in industrial packaging products and services.

In accepting the Award, Greif President & CEO David Fischer said, “We thank all the people who voted for us in this contest. It’s now in 20 countries, affecting the lives of hundreds of thousands of women and children, and we’re just getting started.

“Design helps everyone. Design helps the richest and most wealthy countries of the world. But it also can change the lives of the poorest among us. In fact it not only changes their lives, it can save their lives. Good design matters at the base of the pyramid. And I appreciate again the Cooper-Hewitt Award to recognize that.”

One in seven people in the world live without access to clean water at home. Too often women in developing countries carry water from source to home in contaminated jerry cans and buckets – leading to significant health risks.

Greif designed the water backpack to provide a cleaner, safer alternative to carry and store water. PackH2O is the first for-purpose, ergonomically correct and affordable water transport and storage device for the poorest among us. PackH2O has a transparent liner that can be disinfected of water-borne pathogens by simply laying it out in the sun

At the Gala, Fischer acknowledged the work of NGOs and others in the world who are working on generating more clean water sources in underdeveloped regions of the world. He told those in attendance, “Lastly, as you drive home tonight and you think about tomorrow, think about this: there are over 1 billion people in the world who tomorrow will have to fetch their water and take it home to their families. They’re going to haul water home in arduous, difficult conditions. But it’s all for naught if the Achilles’ heel exists in the chain and that Achilles’ heel is the contaminated discarded containers they use to haul water. The Pack is designed to solve that problem around the world. And if you’re of like mind, please join our cause.”

With billions of people struggling just to have clean water at home or without water after a natural disaster, your organization can help by joining with Greif and PackH2O LLC, and their non-profit partners to fund and distribute PackH2Os where and when they are needed most. Learn more by contacting Tony Somers (tony@packh2o.com), or by visiting www.packh2o.com.

Images

PackH2O Logo & Packs:



(PackH2O, Logo)



(PackH2O, Black)



(PackH2O, Blue)



(Pack in Kenya)



(Pack in Guatemala)

References

- **Smithsonian Blog:** <http://blogs.smithsonianmag.com/aroundthemap/2013/10/cooper-hewitt-announces-design-award-winners>
- **Cooper-Hewitt Press Release:** <http://www.prnewswire.com/news-releases/packh2o-wins-the-2013-peoples-design-award-228334651.html>
- **PackH2O Press Release:** <http://blog.packh2o.com/index.php/the-packh2o-water-backpack-receives-the-2013-peoples-design-award-at-national-design-awards-gala/>

About the People's Design Award: The People's Design Awards gives the American public a chance to select their favorite design from a pool of twenty nominations that emphasize how innovative design can make a difference in our everyday lives.

About the National Design Awards: The National Design Awards were conceived by the Smithsonian's Cooper-Hewitt, National Design Museum to honor lasting achievement in American design. The Awards are bestowed in recognition of excellence, innovation, and enhancement of the quality of life. First launched at the White House in 2000 as an official project of the White House Millennium Council, the annual Awards program celebrates design as a vital humanistic tool in shaping the world, and seeks to increase national awareness of the impact of design through education initiatives.

About PackH2O LLC: PackH2O is a socially conscious distribution and marketing company that provides an innovative solution to water transportation and storage in developing areas around the world. As a social innovation brand, PackH2O is driven by a vision to improve lives through a sustainable business model. www.packH2O.com

About Greif, Inc.: Founded in 1877 and the fourth oldest publicly traded company in the US, Greif is the world leader in industrial packaging products and services. With facilities in more than 50 countries, the company produces steel, plastic, fibre, flexible, intermediate bulk, corrugated, reconditioned and multiwall containers and containerboard. The Company also provides filling, packaging, industrial packaging reconditioning and land management consulting services for a wide range of industries. Greif also manages timber properties in North America.

Quote from David Fischer, CEO of Greif: *"Design helps everyone. Design helps the richest and most wealthy countries of the world. But it also can change the lives of the poorest among us. In fact it not only changes their lives, it can save their lives. Good design matters at the base of the pyramid. And I appreciate again the Cooper-Hewitt Award to recognize that."*



Social Broadcasts:

- The @packh2o water backpack has received the 2013 People's Design Award from @cooperhewitt! #innovation www.packh2o.com
- Thanks for the support in making the @PackH2O Water Backpack the @cooperhewitt @SmithsonianMag People's Design Award! packh2o.com
- Thanks to all for your support in making @PackH2O the @cooperhewitt 2013 People's #DesignAward Winner! bit.ly/2013peoplesdesign
- Thanks for supporting @PackH2O for @cooperhewitt @SmithsonianMag People's Design Award! Help end water crisis packh2o.com
- @PackH2O honored by @cooperhewitt @SmithsonianMag. \$10 covers the costs to make & give water backpack to someone in need packh2o.com

Properties

- **PackH2O Website:** <http://www.packh2o.com>
- **Greif Website:** <http://www.greif.com/>
- **PackH2O Facebook Page:** <http://www.facebook.com/PackH2O>
- **PackH2O Twitter Page:** <https://twitter.com/packh2o>

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