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## **PILOT PEN OFFERS ALTERNATIVE FOR TRASHED WATER BOTTLES: THE WORLD'S FIRST PEN MADE FROM RECYCLED BOTTLES**

*B2P, The World's First Pen Made From Recycled Plastic Bottles, Makes A Big Impact On The Environment*

JACKSONVILLE, Fla. (April 22, 2015) – Americans consume over 48 billion bottles of water each year, with approximately 80% ending up in landfills. Given that each bottle takes between 500-1000 years to biodegrade, this generates an astounding challenge for our Planet<sup>1</sup>. A recent survey by Pilot Corporation of America (Pilot Pen), confirmed the primary source of water for the majority of Americans is in fact bottled water, with 90 percent of these individuals consuming an average of 3 to 4 bottles per day.

When asked if they ever felt guilty drinking bottled water, over 70% confessed to feeling pangs of remorse. We were shocked to discover that 29% of respondents claim "I don't give a \$#@\*about the earth." (We hope they are looking for another planet to reside on!)

Guilt can be a powerful motivator, so we assessed the 'spectrum of guilt' among bottled water drinkers. More than half admitted to feeling "incredibly" or "somewhat" guilty. Lucky for these individuals, Pilot Pen has developed the Bottle to Pen (B2P) Line of writing instruments, which are the world's first pens made from recycled plastic water bottles. The plastic from one bottle can be used to create approximately two B2P pens.

"Although most Americans drink bottled water, they really do feel guilty about it. It's our shared responsibility to be good stewards of our planet and do our part to protect the environment. A simple way to do this is working to recycle more often and using products that leave a greener footprint whenever possible," said Ariann Langsam, Director of Marketing. "Pilot's B2P line of pens gives consumers the opportunity to use a high quality writing instrument that not only positively impacts the next generation, but makes a clear statement to others about their commitment to the environment."

Bottle-2-Pen (B2P) is the world's first family of pens made from recycled bottles. Not only are B2P gel ink pens and B2P ballpoint pens made from 89% and 83% recycled plastic bottles respectively, but they also have a unique water bottle inspired barrel design. All of Pilot's B2P pens write smoothly, have vibrant inks and are 100% refillable. The NEW B2P Colors line features brilliant gel ink colors with matching barrel colors so now you can go GREEN no matter which color you choose.

This Earth Day, tell us how you're making a difference for the planet and writing your own legacy, by visiting Pilot Pen's social media channels: Facebook.com/PilotPen, on Twitter and Instagram @PilotPenUSA.

#### References

1. <http://www.treehugger.com/clean-water/the-us-consumes-1500-plastic-water-bottles-every-second-a-fact-by-watershed.html>

#### **About Pilot Pen Corporation of America**

*Pilot Pen offers superlative writing instruments renowned for quality, performance, cutting-edge technology and consumer satisfaction. Widely acknowledged as innovators, Pilot was first to introduce Americans to fine-point writing, currently maintaining the top share position in the gel and rolling ball pen categories. Pilot's line also includes the acclaimed Dr. Grip family of products featuring an ergonomic, wide comfort grip that reduces writing fatigue, as well as the notable Precise V5 and G2 lines. Pilot Pen manufactures and distributes from its state-of-the-art facility in Jacksonville, Florida; its parent company is the oldest and largest manufacturer of writing instruments in Japan. For more: [www.pilotpen.us](http://www.pilotpen.us).*

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