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## Thankyou saves 60.9 metric tonnes per year of single-use plastic since shock sustainability move in 2020

**Wednesday 31 August 2022, Australia** – Thankyou has today cited a staggering stat, saving 60.9 metric tonnes of single-use plastic annually<sup>1</sup>, two years on from making the [bold decision](#) to stop production of its genesis product, bottled water.

[Thankyou](#), formally Thankyou Water, launched in 2008 with its inaugural product, bottled water. Despite being one of their leading revenue-makers for 12 years, in August 2020, the organisation made the [tough call](#) to stop producing the product to reduce its contribution to the environmental damage caused by single-use plastic.

The step was one of many sustainable initiatives the company is implementing in its quest to create products that are good for you, humanity, and the planet. The decision to exit the water category was made with careful consideration prior to the launch of their [No Small Plan](#) campaign a month later, which posed a global call-out to license manufacturers worldwide to help take Thankyou to the world. As Thankyou now prepares to launch into global markets, the decision not to continue the water range was commercially 'not smart,' leaving behind millions in potential revenue.

“We believe how we manufacture our products and the decisions we make as we scale this movement globally are intrinsically linked to our mission,” says Thankyou Co-Founder, Daniel Flynn.

The company went on to continue their commitment to sustainability, becoming 100% certified carbon neutral and releasing a plastic-free collection, launching seven cruelty-free, naturally-derived hair and body bars as another measure to reduce their environmental impact. Thankyou also has a stringent set of [Responsible Business Goals](#) that guide the company's best practices and build on its endeavours to date.

“When thinking about sustainability at Thankyou, we love this quote by Mark Twain; ‘Continuous improvement is better than delayed perfection’ – so steps that we’ve made and will continue to make as a business are just the beginning of an exciting new chapter we find ourselves in at Thankyou,” says Flynn.

Thankyou is currently working on reimagining sustainability, with 2023 set to see some of its biggest product plays yet.

“Business practices that are truly ethical and sustainable and don’t just tick a box for marketing are challenging to achieve. We’ve been working really hard to ensure we get it right in the sustainability realm for our consumers and the planet. Feeling excited about what’s to come is an understatement...let’s just say a comeback into the water sector isn’t off the table.”

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<sup>1</sup>Based on the average single-use plastic water sales data of Thankyou Water products from FY17 to FY21