

**NEWS  
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## **Klean Kanteen Raises the Bar for Sustainability, Announces Use of Certified Recycled Stainless Steel**

**CHICO, Calif. (Aug. 2, 2021)** – [Klean Kanteen](#), a family and employee-owned leader in sustainable drinkware and food solutions, is pleased to announce it will make its products with certified 90% post-consumer recycled 18/8 stainless steel starting in 2022.

Founded in 2004 to reduce consumer dependence on single use plastic water bottles, Klean Kanteen has a long track record of environmental stewardship. Klean Kanteen is [Climate Neutral Certified](#), a long-standing [Certified B-Corporation](#), and a [1% For the Planet Member](#) that has donated \$3.3 million and counting to organizations dedicated to protecting the environment.

In addition, by remaining a family and employee-owned company, Klean has had the freedom to challenge the status quo and stay true to its principles through innovative solutions. For example, in 2018, Klean Kanteen unveiled Klean Coat<sup>®</sup>, a safe, chip-resistant, durable powder coat finish responsibly developed with environmental and consumer safety at the core—something that did not previously exist.

Now, by using certified recycled steel instead of virgin steel, Klean Kanteen is extending the life of raw materials and reducing Klean Kanteen's environmental impact. The switch will result in a 40% reduction in Klean Kanteen's steel greenhouse gas emissions, a 30% reduction in energy demand, and a 60-80% reduction in ecosystem impacts.

"Since our inception, we have made climate action a priority," said Jeff Cresswell, co-owner and co-CEO of Klean Kanteen. "From using Lifecycle Assessment tools to evaluate the environmental impact of our products, to installing high-efficiency solar panels at our corporate office and purchasing carbon offsets and renewable energy credits, we've proven it's possible to use business as a force for good. Evolving to use recycled steel was the most impactful next step we could take, and we're thrilled to partner with Intertek to certify our recycled stainless steel – it wasn't easy, but the results are worth it."

[Intertek](#) is a third-party quality assurance certifier that will ensure Klean Kanteen maintains above industry safety and quality standards and delivers on its [Strong-As-Steel](#)<sup>™</sup> guarantee. The Intertek seal will be on all packaging, and a "90% Recycled Steel" icon will be prominently displayed on packaging as well as engraved on each Klean Kanteen product made with certified recycled stainless steel.



Klean Kanteen products made with certified recycled stainless steel will roll out in a phased launch online and in-store. Starting in Spring 2022, Klean Kanteen will begin manufacturing its TKWide and Straw lines using certified recycled stainless steel. In Summer 2022, the Classic and Vacuum Insulated Classic collections will make the switch. By 2023, 95% of Klean Kanteen products will be made from certified recycled stainless steel.

Klean Kanteen has consistently been recognized for its dedication to environmental and social issues. Most recently, Klean Kanteen won the [Transparency Award](#) from Outdoor Industry Association, which recognizes organizations that engage in creative and authentic storytelling that inspires meaningful action by consumers, employees, peers, and other key stakeholders.

For more information visit [www.kleankanteen.com/recycledsteel](http://www.kleankanteen.com/recycledsteel)

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### **About Klean Kanteen**

Founded in 2004, Klean Kanteen is a family and employee-owned leader in reusable stainless-steel drinkware and food containers, with distribution in over 40 countries. With a focus on environmental stewardship, Klean Kanteen is a certified [B Corporation](#), meeting rigorous standards of social and environmental performance, accountability and transparency. In 2020, Klean Kanteen became [Climate Neutral Certified](#) after carefully measuring, reducing and offsetting its carbon footprint. Klean Kanteen has been a proud member of [1% For The Planet](#) since 2008 and has donated over \$3.3 million dollars to environmental organizations. From non-profit and strategic brand partnerships to grassroots events, Klean works closely with values-aligned companies and organizations to support efforts toward health, the reduction of single-use plastic, and environmental education and awareness. For more information on Klean Kanteen's business for good, visit [www.kleankanteen.com](http://www.kleankanteen.com).