

Replacing bottled water with boxes

By Jon Chown, Register Pajaronian

Boxes are used to store just about everything under the sun, so with the growing problem of plastic water bottles polluting our parks, ocean, beaches and communities, why isn't water being sold in boxes?

The idea dawned on Watsonville resident Dean Bassi about two years ago and when he shared it with his wife, Michele, she agreed. Today, Michele is preparing for this weekends Natural Product Expo West in Anaheim, where she will unveil her new product H2O Box.

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