

Gonzalo Mon and Katie Rogers Comment on NAD Review of Boxed Water's Environmental Claims

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Partner [Gonzalo Mon](#) and Special Counsel [Katie Rogers](#) were quoted in the article, "Boxed vs. Bottled: Not All Sustainability Claims Hold Water, Nonprofit Says" published by *Packaging Dive*. The article examines the outcome of a National Advertising Division (NAD) review of environmental marketing claims made by the brand Boxed Water Is Better.

The article discusses the NAD's findings, which recommended that the company clarify or discontinue claims related to renewable materials and sustainable sourcing. However, it said claims regarding the cartons' recyclability or general sustainability are OK.

Gonzalo and Katie provided insight into how the NAD evaluates environmental claims, particularly for this case. They emphasized the importance of clear, substantiated messaging in sustainability marketing. The article underscores the growing regulatory and industry scrutiny surrounding green claims, specifically coming from competitors as well as class action attorneys.

[Read the full article here.](#)