

Beverage Cases



Improvement.

Prevention and minimisation of secondary packaging

Description of changes:

C&C has a long history with the drinks industry in Ireland and is a brand leading manufacturer, marketer and distributor of beverages and snacks in the Irish and overseas markets. Its soft drinks brands include market leaders such as Club Orange, Ballygowan, 7Up, Pepsi and MiWadi.

Originally the 9 x 2 Litre pack consisted of a 73 gram cardboard pad and 49 grams of 75 micron polyethylene shrinkfilm. By removing the cardboard pad from this pack, it became possible to remove almost 300 tonnes of cardboard per year from this pack. New polyethylene shrinkfilm technology has also allowed a reduction in the thickness of the shrinkfilm used from 75 micron to 55 micron. This has led to a 30.6% reduction in the quantity of shrinkfilm used.

Environmental benefits:

- Plastic packaging saved per annum:- 67.7 tonnes
- Paper packaging saved per annum:- 289.9 tonnes
- Use of one material instead of two
- Reduction in number of deliveries

Balance of Improvements:

Packaging Reduction	Before	After	Weight
Removal of Cardboard	73.0g	0	100%
Removal of Plastic	49.0g	34.65g	30.6%
Total	122g	34.65g	71.6%

website: <http://www.candcgroupplc.com/>





“PET offers numerous advantages over other packaging materials. Its low cost, light weight, durability and transparency qualities are just some of the reasons PET has become such a leading material. But it’s PET’s recyclability which makes it such a popular and effective packaging material,”

Source: piranet.com