

Lucozade Bottle



Improvement.

Reduction of Lucozade bottle material weight and cardboard tray weight.

Description of changes:

GlaxoSmithKline is a leader in the worldwide consumer healthcare market. Its involvement in the dietetic foods market centres on the sports nutrition sector. Lucozade, one of its long established products, was re-positioned during the 1990s to take account of the growing popularity of sports drinks.

After a series of product quality testing, packaging technicians at the manufacturing sites discovered that it was possible to reduce the weight of material (PET) per bottle without affecting the quality of the product.

At the same time, new product equipment was installed which allowed the producer to move from the standard cardboard tray with sides to a simple flat board – thereby significantly reducing the amount of cardboard used per standard pack.

Environmental benefits:

Significant annual reductions in waste packaging placed on the market.

Balance of Improvements:

- 14% reduction in weight of PET placed on the market annually
- 40% reduction in weight of cardboard placed on the market annually.

Website: <http://gsk.com>





"I definitely think energy drinks could become our generation's coffee,"

Chad Miller, college student, Indiana (idsnews 24/2/2005)