

Beverage Cartons



Improvement.

An improved packaging material offering an enhanced package performance and a superior environmental profile.

Description of changes:

Tetra Pak is the world's leader and largest supplier of carton packaging for milk, soup, fruit juices, and other liquid products. Tetra Pak today supplies hundreds of different types of carton packaging formats.

Wide packaging material, a new standard of packaging material now used by Tetra Pak in its cartons worldwide, offers superior packaging performance, having a new innovative inner plastic coating that is stronger and more robust than the previous packaging material. Because the new plastic coating is thinner than the previous one (approximately 30% lighter), the overall package weight is reduced. Moreover, the reduced use of plastic material in the package determines an increase of proportion of material from natural, renewable sources in beverage cartons (paper) and a more efficient production process by polymer suppliers determines a superior environmental profile of the final package. However, this improvement is cost-neutral to the packer due to the higher cost of the new polymer.

Environmental benefits:

- package weight reduction
- polymer saved by annum: 50,000 tons (globally)
- reduction of energy use in packaging manufacturing

Balance of Improvements:

	Prevention
Total Packaging Weight	3%
Plastic content in packaging	2.5%
Reduction of the Gross Energy Requirement (GER ¹) for production of plastic used in packaging material	16%
Reduction of the GER of overall package	4%

¹GER is the sum of all resources with energy content.

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





Nearly 60% of all packaging made is directed for food and beverage product protection and preservation. Food and beverage packaging technology is evolutionary and responsive to marketing and distribution stimuli. Innovation in the industry continues to be driven by fast changing social trends and the increasing consumer demand for convenience and safety.