

TECHNICAL INNOVATION AWARDS

Environment – Pack Optimisation

Technical Innovation Awards

Technical innovation is essential for successful packaging and these awards are given to entrants that have delivered significant improvements in the packaging performance and produced real benefits to the supply chain. The awards cover Environmental improvements; Consumer Products; Technical Development and Component Development.

Sustainability issues drive record entry levels

The environment category was swamped with entries that showed real innovation across numerous markets. To honour this wide range of solutions the judges created two award categories: Packaging Optimisation and New Developments.

Sponsored by WRAP
(Waste and Resources
Action Programme)

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Material change for
a better environment



Brands light the way

Gold

Name: Ultra Lightweight Coca-Cola bottle

Entrant: Ardagh Glass/Coca-Cola Enterprises

User: Coca-Cola Enterprises

"The bottle sets a new standard for mass reduction which has been delivered without compromising the iconic shape of the Contour bottle. It demonstrates that mass reduction is applicable to any high volume brand and can help to build brand values" – judges' comment

The Ultra Lightweight Coca-Cola Contour glass bottle reduces the weight of this 330ml pack by 20% from 263g to 210g without compromising the strength of the bottle.

This will lead to estimated savings of over 3,500 tonnes of raw material and 2,200 tonnes of CO₂/ year – equivalent to the annual CO₂ emissions of 365 UK homes.

In order to maintain its trademark dimensions the bottle is 0.1mm wider and 13mm shorter than the original. The judges recognised the substantial technical challenge that had to be overcome to deliver savings at such high volumes.

Ultra technology uses a set of principles which can be used on all glass designs; all new glass bottles for carbonated soft drinks produced by CCE will use the Ultra technology.

Mark Barthel, Special adviser to WRAP, said he was delighted with the number and quality of entries to this year's Environment Awards.

"This shows that the importance of environmental performance and sustainable packaging are now widely recognised by the packaging industry and are squarely on the boardroom agenda of major brands and retailers. We look forward to seeing more initiatives in this area to fulfil consumers' expectations for optimised packaging."