Ritz Bottle

Improvement.

Change in material used in sleeve resulting in a lighter more recyclable material.

Description of changes:

Bulmers Ireland is a member company of the Cantrell and Cochrane (C&C) Group and is Ireland's only cider manufacturing company. Its flagship brands are Bulmers Original Vintage Cider and Magners Cider for the UK and export market. Bulmers is also responsible for the production and marketing of Ritz and Stag.

Ritz have moved from a PVC sleeve to a PET sleeve. PET is more recyclable than PVC and polymer usage is 6.4% less. The resulting PET sleeve provides a higher gloss level on the sleeve with more impact resistance. In addition, the new sleeve has better shrink ability on the application line with less heat required in the shrink process.

Environmental benefits:

- PET more recyclable than PVC
- PET has less harmful dioxins
- The production process of PET is less harmful to the environment

Balance of improvement:

Reduction of PET polymer usage is 6.4% less than PVC film

Savings on PET Polymer yield is approximately 3.3% less that PVC film

Website: http://www.ritz.ie

Bulmers Ireland Ltd.

Repak
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PET (which stands for polyethylene terephthalate) is the name of the resin used to manufacture transparent, lightweight, shatter proof bottles and packaging.

PET is a highly recyclable material. The material from 27 recycled PET bottles can make one fleece jacket.