Plastic Bottle Beverage

Improvement.

Minimisation of packaging weight.

Description of changes:

Coca-Cola first came to Ireland in 1952, and today Coca-Cola Bottlers Ireland produce and distribute the Coca-Cola Company brands for the Irish market. These include Diet Coke, Sprite, Fanta and Lilt.

The company has a continuous programme to prevent and minimise packaging and has led many innovations in this field. Due to technical optimisation, it was possible to reduce the quantity of material used to produce a standard plastic drinks bottle (PET). As a result, the 500ml bottle is now 0.5g lighter.

Environmental benefits:

Reduction of 52.58 tonnes of PET plastic per annum.

Balance of Improvements:

Packaging	Weight Reduction	Minimisation
Primary packaging (PET Bottle)	0.5g	2%

Website: http://www.coca-colabottlers.com

Coca-Cola Bottlers Ireland

Repak
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Plastic packaging across industry for a given unit has seen an average decrease in weight of approximately 28% in the last 10 years.

Without plastic packaging overall packaging consumption would increase by 291% by weight, leading to an increase in manufacturing energy by 158%.

Source: **Plastics contributing to environmental protection, www.plasticinformation.com**