

PRESS ARTICLE

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Sidel launches its 1SKIN™ bottle, the future of sustainable packaging for sensitive drinks



Sidel has created 1SKIN™, a unique label-less recycled PET bottle. Combining distinctive shelf-appeal with the highest eco credentials, it has been designed to help Sidel's customers achieve their sustainability goals and drive sales of high-end products.

The one-litre bottle is destined for the booming market in sensitive juices, teas and flavoured drinks. The new 1SKIN concept represents a breakthrough both in sustainability and in its streamlined design.

Designed for easy recycling

Made with readily available 100% recycled PET (r-PET), 1SKIN has been designed by Sidel for easy recycling. The label-free bottle with its tethered cap can immediately enter the recycling stream with no need to separate additional raw materials such as ink, glue, labels or sleeves. Customers choosing 1SKIN will stay ahead of the main worldwide regulations and market trends for sustainable packaging.

Launched at the international beverages trade fair, drinktec in Germany in September, the bottle has attracted interest from customers from all over the world seeking to make their packaging more sustainable. Many of the major brands are embracing higher sustainability standards, driven by consumer influence as well as growing legislation to encourage recycling.

"We are delighted with the positive response to 1SKIN," says Vincent Le Guen, Vice President - Packaging at Sidel. "We have demonstrated that it is possible to combine outstanding design and strong sustainability credentials in one affordable premium bottle."

Appealing looks and drinking experience

1SKIN is made to stand out on shelves in one of the fastest growing and most competitive beverage segments. The bottle is designed to deliver an appealing drinking experience, with an ergonomic grip for comfortable pouring. It has a wide neck and a cap lock feature to keep the open bottle top away from the consumer's face. On the bottle's label-free surface there are multiple options to use differing fonts and textures, with the transparency enabling great opportunities for natural light and shadow play. The ultra-precise graphic elements are created using Sidel's most advanced mould technologies combined with its blow moulding expertise. QR or bar codes can be printed on the bottle closure to provide information to consumers or enable individual unit sales.

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The bottle design guarantees safety and protects the integrity of products with a long shelf life. Sidel's patented Starlite™ Sensitive base technology combines a premium glass-like design with optimised weight and performance on high-speed lines.

Immediate availability on new or existing lines

Sidel can include the 1SKIN solution in new equipment, or add it to existing lines using its dedicated line conversion services. The line equipment is adapted accordingly, ensuring a quick and efficient start-up. The bottle's optimised neck requires less raw materials and so can also reduce production costs.

Inspired by healthy living

Sidel describes 1SKIN as being inspired by nature and the importance of healthy living, offering a bottle which protects its contents with a minimalist approach and premium shelf-appeal.

"It is an ideal design solution that makes the packaging industry more sustainable," concludes Vincent Le Guen.

Find out more about 1SKIN™, and how you can access this kind of support for your business on the Sidel website.

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Sidel is a leading global provider of packaging solutions for beverage, food, home and personal care products in PET, can, glass and other materials.

Based on over 170 years of proven experience, we help shape the factory of tomorrow, through advanced systems and services, line engineering, eco-solutions, and other innovations. With over 40,000 machines installed in more than 190 countries, Sidel has 5,000+ employees worldwide who are passionate about providing equipment and service solutions that fulfil customer needs.

We continuously ensure we understand the evolving business and market challenges our customers face and commit to meeting their unique performance and sustainability goals. As a partner, we apply our solid technical knowledge, packaging expertise and smart data analytics to assure lifetime productivity at its full potential.

We call it **Performance through Understanding**.

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