Brazilian company, Jussara, makes its UHT milk stand out on the shelves by packaging in PET bottles on complete Sidel aseptic line.

Flexible design opportunities with PET
In a market dominated by carton, Jussara invested in the complete line with the aim of introducing innovative packaging drawing on the flexible design possibilities of PET. It did so in order to give Jussara products even greater brand recognition.

Jussara has thereby become Latin America's first-ever dairy producer to adopt a Sidel aseptic blow-fill-cap solution equipped with dry decontamination of preforms and caps for its UHT milk.

Brazil - world's biggest consumer of UHT milk
UHT milk is the main type of milk consumed in Brazil, with a 60% share of the drinking-milk market, compared to a 13% share for pasteurised milk and 27% share for milk powder.

In 2013, Brazil consumed 6.3 billion litres of UHT milk, a figure which makes the country the world's largest consumer of UHT milk. Consumption of UHT milk continues to gain market share, having a penetration of over 90% in Brazilian homes.
Marketing breakthrough to differentiate milk on the shelf

On the line, installed in the Patrocínio Paulista plant, Jussara introduced its Jussara Max range of long-life milk with added calcium and vitamin D in a 1L PET bottle. This has been very well received by Brazilian consumers.

“Sidel helped us to understand everything about the PET bottle, as we had never experienced PET bottling before. More than designing a PET bottle and providing an aseptic filling line, they supported us with a complete approach” comments Mr Odorico Alexandre Barbosa, Superintendent Director of Jussara.

A revolutionary, sustainable, aseptic bottling technology

“Sidel shared its vision on the best packaging for our product, both in terms of design and also in terms of PET material,” explains Mr Laercio Barbosa, Commercial Director and owner of Jussara. The choice of PET material was also linked to the choice of the Sidel aseptic bottling technology. This includes blowing, filling and capping functions in a single production enclosure and benefits from Sidel’s dry preform and cap decontamination solutions: the Combi Predis™ FMa and Capdis™.

Another advantage is the line’s contribution to more sustainable business. “We were really convinced by the dry preform decontamination technology because it does not require chemicals or warm water to rinse the bottles, as is necessary with the traditional PET wet packaging solution. This significant reduction in waste and resources fits perfectly with our vision of protecting the environment while ensuring beverage quality and food safety,” explains Mr Odorico Alexandre Barbosa.