

PRESS ARTICLE

04/12/2018

Sidel BoostPRIME opens the door to premiumisation and revenue generation for hot-filled beverages in PET



BoostPRIME™ is a unique PET packaging solution, offering a great alternative for hot-filled beverages in PET bottles. It expands the opportunities for product premiumisation and revenue generation with no compromise on packaging performance and consumer experience. This patented solution is addressing the single serve market of JNSDIT (juice, nectar, soft drink, isotonic, tea) filled in PET bottles of up to 1.2L at a temperature of 85-88°C.

The BoostPRIME packaging solution removes the need for restrictive vacuum panels or gas addition into PET bottles normally required for the containers to resist hot-filling temperatures. The final bottle shape is achieved with an active base inversion and relies on three key features with minor impact on the packaging manufacturing line layout:

- The packaging design requires specific base geometry and specifications.
- The Base OverStroke System (BOSS) allows the mechanical forming of the bottle base during the blowing process.
- The inverter contributes to the base inversion. This step takes place after filling and capping, tilting and cooling and before labelling. It balances the negative pressure induced by the beverage cooling in the bottle from 85°C to ambient temperature.

Contact:

Public Relations
Tel: +39 0521 999 452
press@sidel.com

PRESS ARTICLE

Premiumisation: increased packaging appeal to stand out on the shelf

The removal of the technical constraints of the bottle vacuum offers total freedom of shape in order to attain premium and distinctive PET bottles. It allows a uniform look and feel for hot and aseptically-filled bottles for consistent brand image. Any iconic bottle shape with panels can be easily adapted without impacting the consumer perception. Besides that, it enlarges the branding opportunities as the bottles labelling surface with no vacuum panel is smoother and contributes to a greater and more impactful look and feel. The labelling quality for both roll-fed labels and sleeve labels is highly improved due to an inner bottle pressure during label application.

Revenue generation: a very cost-effective solution with significant savings

The BoostPRIME packaging solution significantly reduces consumption of PET resin: it can decrease the current heat resistant (HR) bottle weight by up to 30% compared to regular HR PET bottles. It also allows producers to save on label material by enabling to switch from a sleeve to a roll-fed label application. All the process parameters – air blowing pressure, air cooling – are optimised at maximum mechanical speed. When investing in the BoostPRIME solution for a new hot-fill PET line to produce a 1L hot-filled bottle, beverage producers can very quickly reach a one-year payback when considering the additional investment versus a traditional line configuration.¹ By shifting from regular HR bottles with vacuum panels decorated with sleeve labels to lightweighted BoostPRIME bottles decorated with roll-fed labels, the bottle lightweighting potential is estimated to be between three and seven grams, complemented with a ten time reduction in label costs.

Top bottle quality and expanded package performances

The complete packaging solution ensures a very consistent blowing process and final bottle base profile for a top bottle quality and a great consumer experience. Although it is light, the bottle is just as strong when cooled because the inner bottle pressure stemming from the base inversion reduces risk of deformation. The quality of the label application is especially optimised as the container is stronger and the bottle wall surface is smoother. Additionally, the large seating diameter of the base improves the bottle's stability through the packaging line and on the pallet, thus contributing to line efficiency.

¹ Line with 20 blowing stations, running at 1,800 bottles/hour/mould and 5000-hour production/year.

Contact:

Public Relations
Tel: +39 0521 999 452
press@sidel.com

PRESS ARTICLE

The first successful BoostPRIME hot-fill PET lines are running in Mexico

The Sidel BoostPRIME packaging solution has been validated with a key customer in Mexico, where the industrial production has successfully started early this year. With nearly 50 SKUs in production, this beverage producer already achieved tremendous bottle weight savings up to 32%.² Those hot-filled drinks including juice, tea and isotonic are produced by using a variety of production configurations: off-line and in-line production, existing and new Sidel blowing and filling equipment, stand-alone Sidel blower and Sidel integrated blow-fill-cap Combi, SBO Universal and SBO Sidel Matrix™ blower ranges, contact filling and flow meter filling, applying roll-fed and sleeve labels. All the lines configured for BoostPRIME can also produce standard heat-resistant bottles with or without panels, which increases the versatility of this packaging solution.

More information on Sidel BoostPRIME: sidel.com/boostprime.



Editors Note: The images within this document are for illustrative purposes only and should not be used for reproduction. If high resolution copies are not attached with the document, please contact Katherina Riesner at F&H Porter Novelli for copies – see contact details below.

For editorial, advertising and sponsorship enquiries, please contact:
F&H Porter Novelli
Katherina Riesner, Junior Consultant
Tel: +49 (0) 89 121 75 180
Email: sidel@fundh.de

² The savings of 32% are in relation to a 237ml bottle format.

Contact:
Public Relations
Tel: +39 0521 999 452
press@sidel.com

PRESS ARTICLE

For any other enquiries, please contact:

Sidel Group

Lucia Freschi, Public Relations Manager

Tel: +39 0521 999452/Cell: +39 3472632237

Email: lucia.freschi@sidel.com

About Sidel Group

The Sidel Group is formed by the union of two strong brands, Sidel and Gebo Cermex. Together, we are a leading provider of equipment and services for packaging liquid, food, home and personal care products in PET, can, glass and other materials.

With over 37,000 machines installed in more than 190 countries, we have nearly 170 years of proven experience, with a strong focus on advanced systems, line engineering and innovation. Our 5,000+ employees worldwide are passionate about providing complete solutions that fulfil customer needs and boost the **performance** of their lines, products and businesses.

Delivering this level of performance requires that we continuously **understand** our customers' challenges and commit to meeting their unique goals. We do this through dialogue, and by understanding the needs of their markets, production and value chains. We complement this by applying our strong technical knowledge and smart data analytics to support maximum lifetime productivity to its full potential.

We call it **Performance through Understanding**.

Find out more at www.sidel.com and connect with us



youtube.com/user/sidel



linkedin.com/company/sidel



twitter.com/Sidel_Intl



facebook.com/SidelInternational

Contact:

Public Relations

Tel: +39 0521 999 452

press@sidel.com