

PRESS ARTICLE

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Youthful packaging design by Sidel opens a new page for Menton



Sidel packaging team in Shanghai, China redesigned the package of Menton flavoured water by integrating youthfulness into its health attribute. The straight-wall lightweight PET bottle, which weighs only 17.85 grams for the 500 ml format, conveys the sense of modernity and is a statement of sustainable packaging. Targeting young consumers in China, this new design differentiates Menton as a premium choice among other Ready-to-Drink (RTD) flavoured water brands in the market.

Menton is a RTD product sold in convenience stores and markets around schools in medium-sized cities in China. After three years of rapid sales, Menton flavoured water faced growing competition in the market with similar packages and prices. Considering that Menton's customers are price-sensitive young people who have grown up together with the development of China's advanced internet culture, the brand decided to restyle the brand personality and resonate with them by repositioning the drink as a higher value product. To do so, they trusted in their long-term partner Sidel to develop a new packaging design from a concept to the industrial realisation of the product, which is also, but not only being produced on three Sidel Aseptic Combi Predis™ PET packaging lines at a very fast output of 60,000 bottles per hour (bph) per line.

Drink that brings to a Mediterranean holiday

Sidel's team conjured up a completely new bottle concept, including iconic bottle shape and label designs. As Menton flavoured water is available with multiple fruity flavours, the inspiration of the new look was one of the ingredients – lemons – that are harvested in Europe. As a result,

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an association with the ideal, sunny Mediterranean holiday was applied to the new design with the help of a bright and jaunty colour pallet: the unique metallic “Tiffany blue” colour gives an exquisite brand image and unifies the different flavours, but the illustrated fruit pattern with its lighthearted, funny and relaxing mood conveys the healthy and natural attributes of the drink.

Sleek design combines strong capability

The challenge for Sidel was how to premiumise Menton and retain its health attribute in the new high valued soft drink category, because many soft drinks give the impression of containing high in sugar and unhealthiness. It is also crucial to build a stronger brand image and further improve the relationship between brand and consumers to increase the loyalty.

“Following the overall packaging design trend in China, we decided to create something more contemporary for young people who are the main target audience for the drink, moving away from complex and technical design structures. Therefore, we came up with a straight-wall lightweight PET bottle, which weighs only 17.85 grams for the 500 ml format and is unusual for premium packaging,” explains Steven Xie, Packaging Director from Sidel Greater China. The production process of the re-styled bottle is also more sustainable, reducing material and energy consumption due to its light weight. The new bottle also achieved performance requirements for transportation and storage.

Based on customer’s insights, specifications, supply chain conditions and product goals, Sidel supported from packaging conceptual graphic design and technical design to label design. In addition, Sidel provided all feasibility studies and performance tests, including dimensional and mechanical tests for thickness and weight. Within this project packaging experts also supplied three series of moulds and supported the industrial production to ensure that the bottles were performing across the supply chain according to initial specifications.

Since the product launch on the market in May 2020 and its recognition by packaging design experts with the “A’Design Award” in 2019-2020, it has already received positive feedback from its target audience.

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With over 40,000 machines installed in more than 190 countries, we have nearly 170 years of proven experience, with a strong focus on the factory of tomorrow with advanced systems, line engineering and innovation. Our 5,500+ employees worldwide are passionate about providing solutions that fulfil customer needs and boost the **performance** of their lines, products and businesses.

Delivering this level of performance requires that we stay flexible. We continuously ensure we **understand** our customers' changing challenges and commit to meeting their unique performance and sustainability goals. We do this through dialogue and by understanding the needs of their markets, production and value chains. In turn, we apply our solid technical knowledge and smart data analytics to ensure lifetime productivity reaches its full potential.

We call it **Performance through Understanding**.

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