

Strong growth for plastic beverage packaging

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Rigid plastic has seen continuous development and innovation over recent years, bringing focus to this material and attracting increased producer attention within the beverage industry. With extensive opportunities, particularly for lightweight, and therefore cost reduction, plastic packaging has gained prevalence as global economic deterioration has reduced growth, increased competition, and put downward pressure on prices. Cost reductions obtained through lightweight can help ensure margins are retained, efficiencies are improved, and the final consumer has the same product and pack functionality at the lowest possible price.

One example of a lightweight innovation in rigid plastic is the Infini® bottle from Nampak Plastics, which was first launched in February 2011. The Infini® bottle range is said to offer a 15% weight saving on average, with some bottle sizes achieving savings of 21%. Nampak's aim was to reduce bottle weight without affecting product integrity, creating a new design that reduces material use in each of the bottle's corners. The innovation has gained considerable attention, winning several awards including 'Green Product of the Year' at the British Engineering Excellence Awards and recognition as one of the most significant new products in the beverage category of the 'WorldStar' awards in 2012. Since its initial launch, the Nampak Infini® range has been adopted by a number of major retailers in the UK, Australia and New Zealand.



Nampak's Infini® bottle reduces material use in each of the bottle's corners, achieving savings of up to 21%. The bottle was first launched in February 2011 and has since won several awards for its smart design.

This information is based on findings from the Canadian report 'Innovation in Beverage Packaging' published in the end of January 2014.