

# Packaging fit for a king @ Drinktec 2022

It has been five years since the last Drinktec edition of the world's leading trade fair for beverage and liquid food. Not surprising then that 50.000 visitors from 55 countries attended the Munich show. More than 1000 exhibitors are located in eight halls. A lot of equipment but not only, as industry leaders take the stage to showcase their packaging innovations. Dominique Huret from Cape Decision reports for *Food & Drink Technology*

Scouting such a big fair is always a hit and miss game. But many innovations were to be found in primary packaging with direct contacts with beverages.

**Crown Packaging** showcased its updated version of the 360 End, a Full Aperture End that turns beverage can into a drinking cup. Back in 2020 for the FIFA World Cup, Crown had joined forces with SABMiller to create a beer can that doubles up as a drinking cup. Also proposed by Crown is LineupAccents, its variable printing technology that allows a design to vary on each can. It can create up to 24 unique graphics in a single production run, to be mixed on a single pallet of beverage cans. The process creates a range of options for brand owners seeking to deliver highly customised or personalised products to consumers.



Crown 360 end.

**Liquibox** presented Liquipure ultra is a PE bag-in-box solution for beverages. Composed of LLDPE, this is considered as mono-material PE, therefore recycle-ready and meeting recyclability guideline having dispenser and pouch in the same material. It uses advanced resin technology that is ultra-strong to provide reliable product protection.

The patent-pending flexible packaging eliminates the need for nylon to protect valuable liquids such as post-mix syrup or aluminium foil for wine.

In **PET**, both **Sidel** and **KHS** presented their concept bottle. Sidel's proof of excellence is 1SKIN. This is a one-litre bottle for sensitive products, created by Sidel's engineers. The bot-



tle design offers the balance between product safety, performance and sustainability. Using a minimum raw material of 28 gr for 1l format, with a neck reduced to 3.2cm, it is made from 100% recycled PET and is label-free. The bottle is free from additional materials such as glue that can disrupt the recycling process. The closure is attached in line with the forthcoming European single use plastic (SUP) legislation. KHS's Loop LITE packaging concept is a circular bottle also entirely of rPET. The optimised container design and improved barrier have enabled the weight of the 0.5-litre bottle to be reduced by up to 25% compared to the current market standard. Product protection is also a



1SKIN.



KHS Loop Lite.

given thanks to Plasmax SiOx coating, the shelf life of KHS Loop LITE is practically twice that of today's conventional brand bottles. Up to KHS the packaging's carbon footprint is cut by around 60% (in individual cases by even more) compared to standard market packaging systems comprising new, uncoated PET.

In another category, **Aptar Food + Beverage** showcased its **Rocket** sport cap. This cap offers visual consumer safety through a yellow-colored band that indicates whether the packaging has been opened. This solution is the first one in the market to provide a visual and intuitive non-detachable tamper evidence indicator. It is designed to adhere to child safety standards (BSDA), has a large finger recess and audible closing "click" sound makes opening and closing and a no-dust, double-wall lid design that protects the spout from external contaminants. Finally, while most caps open at a 110° angle, Rocket's hinge technology offers a 160° angle, which ensures the elimination of a lid spring-back effect.

An interesting solution is **Mimica Touchcap**, a collaboration of United Caps. This is a dynamic freshness food label built with a temperature sensitive tag, providing real-time indication of freshness. On top of the base cap, lay the com-

plex over the cap. Five layers comprise activator, bottom foil, bumps tray, gel and top foil. Aimed at all types of perishable products, from food to pharmaceuticals, Mimica is positioned to change the way brands, retailers and consumers think about and determine food freshness. Reducing food waste has a significant impact on greenhouse gas emissions.

### Interesting secondary packaging also on display

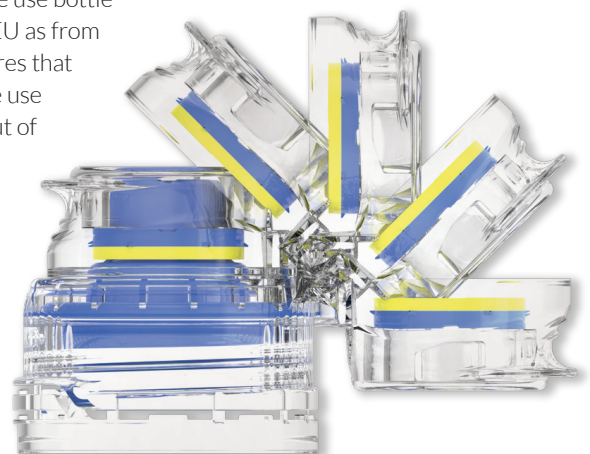
Among the solutions for secondary packaging was **Westrock**, a US paper and packaging manufacturer formed by the merger of MeadWestvaco and RockTenn. As the newest addition to the family of solutions automated by the patented CanCollar Fortuna platform, CanCollar X uses a similar fibre-based, glue-free minimalist design. It aims at maximising can visibility, comfortable handling for consumers and maximum use of material to bundle multipacks for larger formats. CanCollar X is automated by the CanCollar Fortuna platform and depending on size can achieve the speed of up to 600 packs/min. Headquartered in Georgia, **Graphic Packaging International** also manufactures paperboard packaging and equipment for the food, beverage markets. In their stand, the latest machinery innovation the ClipCombo machinery for beverage can multipacks was in demo. The KeelClip and EnviroClip clip-style packs can both be applied by one single high-speed machine. The ability to run two different paper-based multipack styles on the same machine, is a competitive advantage. It allows rapid changeovers and delivers high speeds no matter what is running. The speed ranges from 260 to 400 packs per minute when running KeelClip or EnviroClip solution for cans.

### The cap fits

**Tethered cap** is definitely a hot issue at the moment. To comply with EU Directive 2019/904 to improve recycling performance, new regulations are impacting single use bottle caps. Mandatory in the EU as from July 2024, the law requires that all caps and lids on single use bottles up to 3L made out of plastic placed on the market have the caps and lids attached to the containers during all the products' intended use stage.

All the caps producers have their solutions in a variety of ranges. >>

Aptar Rocket sport cap.




**Bericap's** tethered caps go by the name of ClipAside. They have an 180° opening angle with an intuitive handling. Bericap designed ClipAside to allow customers to prepare for a fast and simple change-over to tethered caps while continuing to manufacture closures with the current band geometry or to manufacture both types concurrently. It is possible for the filling lines to conveniently switch between standard and tethered caps without any modifications being



necessary, which fully reflects the current market situation.

United Caps offers two closure types in its teth-

ered closure “**Fit for a King**” line. The Crown Jewel premium moulded solution and the No Drama Queens slitted solution. Both are available in a variety of sizes and colours to meet the needs of a wide range of brands and product types, including still drinks, juices, carbonated drinks and dairy solutions.

A Bespoke product developed for Elopak, the **Pure-TwistFlip** has been designed especially for cartons, so that the closure remains attached throughout its entire lifecycle. The Pure-TwistFlip 29i for chilled beverages is also United Cap lightest screw cap to date, helping to reduce the use of plastics.. 



Asahi Beer CanCollar – Westrock.

Elopak is constantly looking for ways to empower consumers to make more sustainable choices. That’s why, in 2021, it unveiled its first ever tethered caps for cartons: The Pure-TwistFlip.

Unlike conventional screw-caps, the Pure-TwistFlipT is designed to stay attached to the carton throughout its entire lifecycle, helping consumers to avoid littering by disposing of both the carton and cap properly. This conforms with the European Union’s directive on single-use plastics, which is due to come into force in 2024.

In 2022, Elopak tells *Food & Drink Technology* it is proud to see the first cartons with Pure-TwistFlipT closures hit the shelves, in collaboration with longstanding customers NordseeMilch in Germany. NordseeMilch produces ethical milk from high-welfare cows. As a result, the company values packaging solutions that reflect its ethical and sustainable approach.

“Animal welfare and more sustainable milk production are very important to us,” says NordseeMilch’s managing director Christoph Bossmann. “But equally sustainable packaging is needed to position and market our products accordingly. As one of the innovation leaders in the German dairy industry, we want to fly the flag and bring the new tethered closures to the market,” he added.

As well as being fully recyclable, the smallest version of the Pure-TwistFlip is also Elopak’s lightest screw-cap to date, helping companies and consumers to cut down on their overall use of plastics. The Pure-TwistFlipT can be combined with any Pure-Pak carton and is easily integrated into existing filling lines by Elopak’s dedicated team of on-site technicians.

In addition to being highly sustainable, the Pure-TwistFlip is also convenient. The cap is easy to open, making it ideal for children and senior citizens, and can be rotated out of the way for easy pouring.

In fact, consumer testing shows that shoppers prefer the new tethered cap, with 67 per cent of respondents saying it was their first choice compared to other forms of carton closures.

“It is the best solution for me,” one person surveyed said. “Not because of the environment but out of pure practicality. I like to have everything in one place,” they added.

Another survey respondent praised the closure’s sustainability credentials, observing, “I think it is better for the environment if the closure stays on the package.”

With the EU’s directive on single-use plastics due to come into effect in 2024, soon all shoppers will be benefiting from the increased sustainability and convenience of tethered caps. However, at Elopak we wanted to offer our customers the opportunity to get ahead of the curve and to help consumers make those small but important changes that can leave a positive impact on the world around them.

The Pure-TwistFlip has been designed so that the closure remains attached to the carton throughout its entire lifecycle.

