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APPE BOTTLES SUPPORT OJI DRINK'S SUSTAINABILITY MESSAGE

PET packaging specialist APPE has worked with Oji and Hero to produce an environmentally friendly 100 per cent recycled PET (rPET) bottle for Oji's 'sustainable' functional fruit drink.

The Oji drinks are available in four variants featuring different fruits and health benefits. All contain caffeine from green coffee beans to provide a mild energy boost along with a variety of nutrients including antioxidants, fibre, magnesium and vitamin C.

APPE's rPET material was the ideal choice for Oji's strong environmental ethos with its firm focus on sustainability and respect for environmental and social issues.

The new bottle enables the brand to achieve a 'closed loop' recycling system as the product can be recycled and then reused for a new 100% rPET bottle. This fits perfectly with Oji's co-operation with the TerraCycle program that focuses on eradicating incineration and waste.

Equally important, the bottle provides an ambient shelf life of six months for the preservative-free drinks, avoiding the energy consumption involved in keeping them chilled.

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The development and manufacture of the package has involved close collaboration with three of APPE's sites. The company's specialist in-house design team created the preform for the 100ml bottle and also had considerable creative input into its physical appearance.

The rPET material is supplied by APPE's recycling plant in Beaune, France, and to complete the process the bottle is manufactured at APPE Belgium, with bottles supplied to Hero's filling operation in The Netherlands. Hero, a brand-focused consumer-foods group, interacted closely with Oji and APPE for the filling and shelf life aspect of the operation.

APPE's Silvie Willemsen said that they are "delighted to be working with both Hero and Oji and to be part of its constant drive to be a sustainable brand. The new bottle is evidence that our rPET material and extensive recycling facilities can enable a brand to meet its closed loop recycling requirements."



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