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SUSTAINABILITY AND INNOVATION SEAL AWARD SUCCESSES

Leading PET packaging solutions provider APPE, the packaging division of LSB, has won two prestigious Liderpack Awards in Spain for its innovations in mineral water packaging.

The annual Liderpack Awards, organised by the Hispack exhibition and the Graphispac Association, celebrate the best in packaging and POS material manufactured in Spain. The APPE containers honoured at the 2011 awards were the 6.25 litre bottle for Font Vella and the 2.5 litre bottle for aquaBona.

The custom-designed bottles incorporate 25% recycled PET (rPET), which result in a 12% reduction in carbon emissions compared to the use of virgin PET. Equally important, the use of rPET does not affect the strength and performance of the containers nor the quality, hygiene and taste of the mineral waters. The bottles are also fully recyclable.

In addition, both containers feature further technical innovations. The Font Vella pack incorporates APPE's unique Contcatip preform base which reduces the overall weight and prevents excess material accumulation at the bottom of the container.

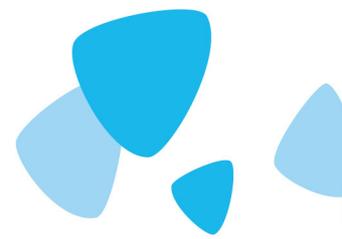
This, combined with a reduction in wall thickness and enhancement to the bottle neck, ensures material optimisation throughout the container to create a lighter pack while still retaining the required strength and reliability.

APPE says the lighter container achieves a reduction in carbon dioxide emissions that is equivalent to saving 15,000 trees per year.

The aquaBona bottle also features a lighter weight preform for further energy and carbon emission savings. In addition, the bottle boasts a number of design innovations to create brand differentiation in a highly competitive market.

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The unique shape includes a recessed area that provides a convenient grip for easy handling and pouring. This eye-catching design also enables the bottle to be placed on a table straight from the fridge without needing to decant the contents into a jug. The bottle can be stored in the fridge door as well as vertically or horizontally, helping to maximise available space.

We are very proud to be recognised by the Liderpack Awards,” comments Jose Antonio Torres, Business Unit Director, APPE Iberia. “Both these containers ideally demonstrate how sustainable benefits can be incorporated into attractive and practical packs to deliver packaging solutions that meet both branding and environmental requirements.”

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