Success stories in action

How we work together with some customers
to address their sustainability challenges

Tetra Pak®
PROTECTS WHAT'S GOOD

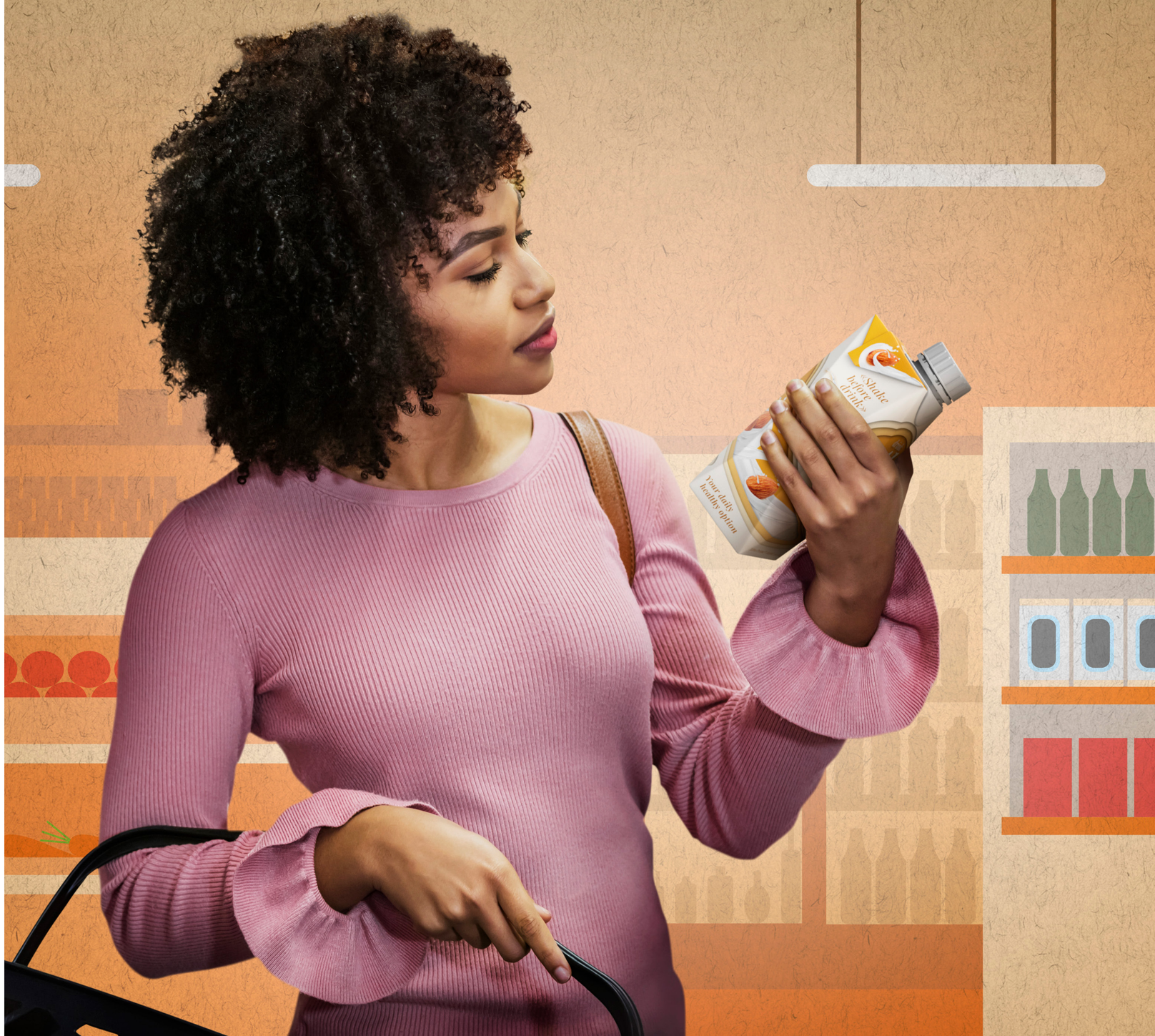
Inspiration for sustainable food and beverage manufacturing

Are you looking to make your food production more efficient? Or to respond to your consumers' requests for sustainable packaging, that are made from responsibly sourced, renewable content, are recyclable and designed to prevent litter? As a food and beverage manufacturer, there are multiple reasons to strive to save water, energy and waste – and several opportunities to achieve it.

We've collected cases from around the world highligting how some of our customers made a difference by choosing renewable packaging solutions, or technologies & services for reducing water, energy and waste in their operations.

See a solution that could apply to your business? Our packaging, processing and services experts around the world are ready to collaborate to help you achieve your sustainability goals, saving water, energy and waste.

Get in touch



Browse the cases

Coca-Cola Tria Epsilon in Greece launches Tetra Pak® Tethered Caps to help prevent plastic litter

The task
To use tethered caps across its entire carton packaging portfolio

Coca-Cola Tria Epsilon, in line with its strategy of incorporating sustainability in every aspect of its business, has been proactively taking actions for its operations, packaging, and products. The company set out to be among the first to implement tethered caps throughout its carton packaging portfolio in compliance with a forthcoming EU Single-Use Plastic directive.

Coca-Cola Tria Epsilon is a multinational company well established in the Greek Juice, Nectar, Still Drinks (JNSD) and carbonated drinks market with a range of beverage products and brands targeted towards teenagers, young adults, and families.

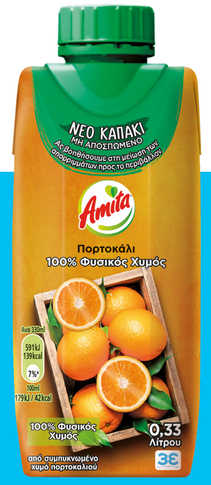
The solution **Tetra Pak HeliCap™ 23 Pro, HeliCap™ 26 Pro and DreamCap™ 26 Pro; designed to prevent litter**

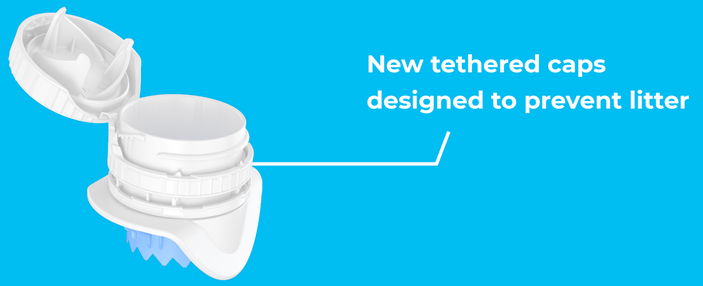
In November 2022, Coca-Cola Tria Epsilon started using Tetra Pak® Tethered Caps on carton packaging across its juice drink range, including Amita Regular, Amita Motion and Frulite. Tethered caps can help prevent caps from ending up in our water and land environments, as they stay attached to the package.

The outcome
Coca-Cola Tria Epsilon strengthens its sustainability profile

By implementing tethered caps across its carton packaging portfolio, Coca-Cola Tria Epsilon ensures compliance with the EU directive related to tethered caps and establishes itself as a first mover in helping to prevent plastic litter in the Greek JNSD market.

To highlight the positive environmental impact and functionality of tethered caps, Coca-Cola Tria Epsilon developed an extensive consumer campaign in collaboration with Tetra Pak. This was key in helping Coca-Cola Tria Epsilon's customers understand the importance and functionality of tethered caps. It also helped ensure tethered caps were positively received by consumers.





New tethered caps designed to prevent litter

French dairy Elvir is the first in the food and beverage industry to launch a carton with a cap using certified recycled polymers

The task
To use recycled content in its caps that contributes to a circular economy

In line with its mission to “lead the way sustainably”, Elvir has ambitions to progress its efforts to contribute to a circular economy by increasing the use of responsibly sourced raw materials and minimising dependency on virgin, fossil-based resources.

Elle & Vire is a French cream brand part of Elvir’s portfolio, which is a subsidiary of Savencia Fromage & Dairy, one of the world’s leading milk processors present in more than 120 countries. The group is a global leader in UHT liquid cream products and the fourth largest in cheese products, through leading brands such as Elle & Vire, Corman, Milkana, Armor Protéines, and more.

The solution
Tetra Pak HeliCap™ 23 made using certified recycled polymers

The Elle & Vire brand chose the Tetra Pak HeliCap™ 23 cap made with certified recycled polymers for its cream products, which are distributed in Tetra Brik® Aseptic 1L Slim carton packages. These one-step resealable screwcaps are manufactured at Tetra Pak’s Châteaubriant plant, which has been awarded the Roundtable on Sustainable Biomaterials Advanced Products certification. The new caps using attributed recycled polymers are manufactured under the RSB chain of custody attribution method. This means that the plastics are made of a mix of recycled and non-recycled materials, with the corresponding mass of recycled materials tracked throughout the Tetra Pak supply chain. This is verified by a third-party auditor according to the RSB Chain of Custody Procedure, which forms part of the RSB Advanced Products certification.

The outcome
Increasing the use of recycled content

The introduction of the HeliCap™ 23 cap, made with certified recycled polymers, enables Elvir to progress towards its commitment to increasing the use of recycled content while supporting its brand signature L’envie du vrai – The Taste of Real.

Elle & Vire Cream products featuring the new caps were introduced at the beginning of 2022 and the innovation has been well received by retailers and consumers as it meets demands for more environmentally friendly packaging.

By adopting the Tetra Pak HeliCap™ 23, Elvir became the first carton packaging player in the food and beverage industry to launch a cap using certified recycled polymers.

The first in the food and beverage industry to launch a carton with a cap using certified recycled polymers

> “We are pleased to be benefiting from Tetra Pak’s expertise and ability to provide such an innovative and environmentally sound packaging solution. I am sure this will strengthen our leading position in the cream market while meeting the increasing expectations of our consumers and retailers.”

Annick Renou
Global Marketing Director at Elvir

Swiss dairy Emmi launches Tetra Top® with certified recycled polymers

The task
To find a packaging solution using recycled materials

In line with its goal to use packaging made with at least 30% recycled materials by 2027 in all packaging, Swiss dairy, Emmi, set out to find a packaging solution for its “Emmi Good Day pasteurised milk drink” to start the journey.

Emmi is Switzerland’s market leader in dairy, with products including milk, cheese, yoghurt, probiotic lactic acid drinks, yoghurt drinks and ice cream.

The solution
Tetra Top® 1000 Base using RSB-certified recycled polymers

Emmi started using certified recycled materials on packaging for its Emmi’s Good Day Milk Drink. The Tetra Top® 1000 Base is made with recycled polymers manufactured under the RSB chain of custody attribution method. This means that there are protective layers in the cardboard packaging, which are certified according to a mass balance procedure. It proves that fossil raw materials have been replaced by corresponding amounts of recycled materials in plastic production. This is verified by a third-party auditor according to the RSB Chain of Custody Procedure, as part of the RSB Advanced Products certification. Emmi’s Good Day Milk Drink with certified recycled polymers is now available at Swiss retailers. Consumers are able to scan a QR code on the packaging to find out more about the use of certified recycled polymers in the product.

The outcome
Emmi cements its strong commitment to achieving a circular economy

Emmi’s choice of packaging shows its commitment to a circular economy. Consumer survey results also highlighted an impressive positive brand uplift of 12% through the use of the dairy’s new, more sustainable packaging. Emmi plans to extend its use of recycled polyethylene polymers to its remaining portfolio of carton-packaged products in the future.

Like Emmi, Tetra Pak aims to minimise the impact of consumption on the environment by developing ways to increase the recyclability of its products. Advanced plastic waste recycling ensures existing resources can be better utilised and our dependence on new fossil materials is reduced. It’s how Emmi and Tetra Pak are taking another step towards a circular economy.

> “With the introduction of certified recycled plastic for the packaging, lid and protective layer, Emmi becomes a pioneer in sustainable carton packaging. It enables us to save fossil raw materials and reuse plastic waste sensibly. Thanks to Tetra Pak, we can now offer an innovative and environmentally friendly packaging solution. This takes Emmi a step closer to the circular economy and strengthens our position amongst consumers.”

Amir Maslic
Senior Brand Manager at Emmi

The world’s first carton package using certified recycled polymers

Polish beverage producer Hortex increases its plant-based portfolio by switching to Tetra Brik® Aseptic 1000 Ultra Edge with WingCap™ 30 Plant-based

The task
To reduce the carbon footprint of beverage packages

Hortex is Poland's second – largest manufacturer of juices, nectars and still drinks. The company wanted to strengthen its mission, "Natural without compromise" by increasing the credentials of its packaging. The brand's market position is centred on its long-held reputation for high-quality products. Switching to plant-based polymers, thereby reducing the carbon footprint of the food package, would mark a significant step forward in using less virgin fossil-based resources.

The solution
Tetra Brik® Aseptic 1000 Ultra Edge with WingCap™ 30 Plant-based

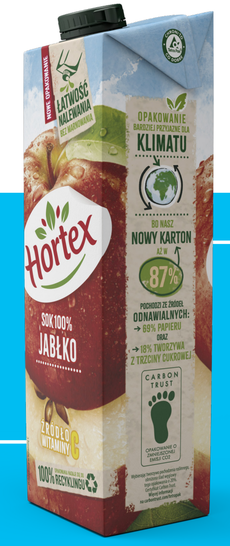
With a long-term strategic partnership with Tetra Pak, Hortex chose the Tetra Brik® Aseptic 1000 Ultra Edge with WingCap™ 30 plant-based. The first products using the new solution launched in 2021. The plant-based materials used in the cap and package are derived from sugar cane and are Bonsucro certified.

Additionally, the package's slimmer, taller profile is not only visually striking on the shelf, but also offers best-in-class pallet efficiency. The design enables Hortex to fit 15% more packages on every pallet while reducing transportation costs. The WingCap™ 30 gives consumers a perfect grip while the visible tamper evidence ensures peace of mind.

The outcome
HORTEX increases its use of plant-based materials

Compared to Hortex's previous packaging solution, the Tetra Brik® Aseptic 1000 Ultra Edge contains 23% less fossil-based plastic, is 11% lighter and has a 21% lower carbon footprint. Switching to the new plant-based packaging has helped Hortex increase the content of plant-based materials in the packaging of its products and supports its determination to deliver products that support its vision: natural without compromise.

23%
less fossil based plastics*



21%
lower carbon footprint*

*Compared to a standard package of same size and shape

Poland’s dairy leader Laciate strengthens its market position with plant-based packaging solutions

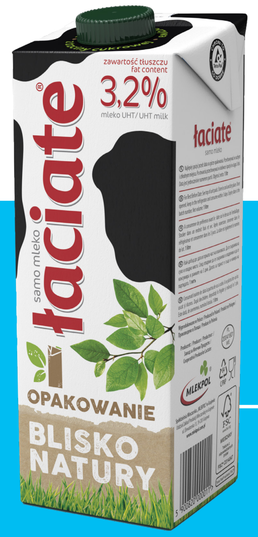
The task
To help increase Laciate’s sustainability credentials

Polish dairy, Mlekpol, asked Tetra Pak to help increase the use of renewable content in packaging for its Laciate product range, a move in line with its sustainable development principles. This would also meet consumer demand for more sustainable products.

Mlekpol is the largest milk processor and dairy producer in Poland and a market leader in ambient white milk and liquid creams through the Laciate brand. The dairy is committed to producing natural, safe and high-quality Polish dairy products while contributing to the sustainable development of the dairy industry.

The solution Tetra Brik® 1000 Edge with plant-based LightCap™ 30 and Tetra Brik® 200 Edge plant-based packaging solutions

Mlekpol adopted Tetra Brik® 1000 Edge with plant-based LightCap™ 30 and Tetra Brik® 200 Edge plant-based packaging, which uses sugarcane-based plastic layers and caps. Both products are ideal for ambient milk and beverages and carry the highest class of TÜV classification thanks to their use of renewable materials and their efficient shape, which optimises the use of materials, weight, and space.



The outcome
Plant-based packaging boosts the sustainability profile of the Laciate

The dairy launched Tetra Brik® 1000 Edge with plant-based LightCap™ 30 packaging in 2020 and Tetra Brik® 200 Edge in 2021, which strengthened the value of the Laciate brand while increasing its efforts for the dairy industry. A subsequent consumer survey found overwhelming support for the switch, with 72% of respondents increasing their positive attitude towards the brand.

Key to the success is the clear messaging on each product that informs consumers about the increased amount of renewable material in the packaging, the reduction in CO_2 emissions it delivers, its suitability for recycling and where used packages should be disposed.

The new plant-based portfolio has resulted in good consumer acceptance and strengthens the brand image

New automated one-step process boosts production at Saudi Arabian Sadafco while reducing environmental impact

The task
To increase operational efficiency & reduce waste by simplifying the UHT production processes

Sadafco is a leading Saudi food manufacturer, seller, and distributor with operations throughout the Middle East. Established in 1976, the company has become the country's leading UHT milk player with 55% of the domestic market. Sadafco asked Tetra Pak to increase the operational efficiency and output of its recombined UHT milk by simplifying the production process.
Traditionally when producing recombined UHT milk, skim milk powder is usually first mixed with water at a mixing station, sent to a tank and then pasteurised. Milk with different fat content is stored in intermediate tanks before being UHT treated. It's a time-consuming process that requires heavy investment in equipment and can result in significant product losses. Finding a way to reduce the number of production steps would cut product waste.

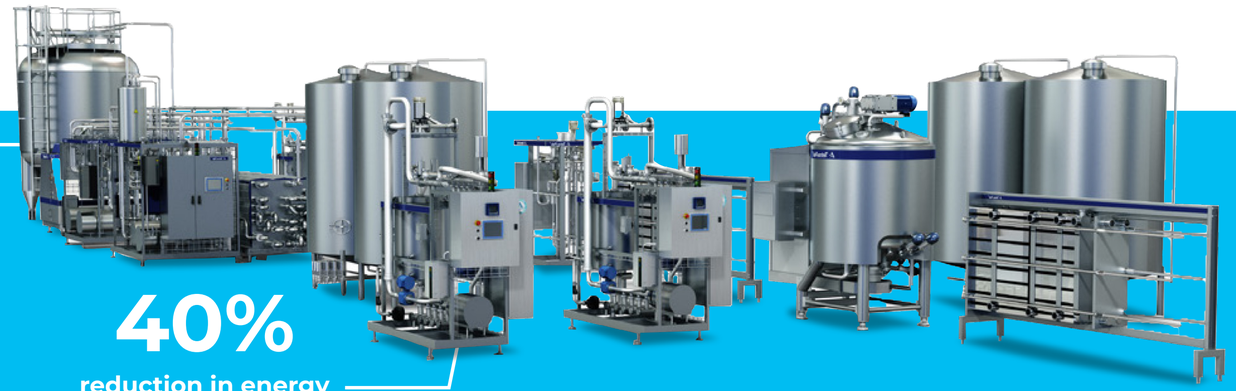
The solution
A new automated one-step proces

Over a 12-month period, Sadafco and Tetra Pak worked together to develop a one-step process where skim milk powder is mixed under vacuum to a concentrate, which is then preheated and mixed with the right volume of water and fat prior to UHT treatment and regenerative cooling. The new and now patented process eliminates the need for pasteurisation pre-treatment and the intermediate storage of pasteurised milk.

The outcome
Automation reduces process time, produce losses and energy use

Eliminating the pasteurisation step and human error factor means the entire production process is now far more efficient. Processing time from raw material to finished product has been reduced from two days to just a few hours. Automation has reduced production losses due to human error by as much as 33%. The new solution also takes up less space in the plant and has cut energy consumption by up to 40%, ensuring the process leaves a smaller environmental footprint.

33%
reduction in product waste



40%
reduction in energy consumption

Let’s GO further.
Go nature. Go carton.

Want to learn more?

Get in touch

www.gonaturegocarton.tetrapak.com

Tetra Pak®
PROTECTS WHAT’S GOOD