

## Sidel BoostPRIME opens the door to premiumisation and revenue generation for hot-filled beverages in PET

BoostPRIME™ is a unique PET packaging solution, offering a great alternative for hot-filled beverages in PET bottles. It expands the opportunities for product premiumisation and revenue generation with no compromise on packaging performance and consumer experience. This patented solution is addressing the single serve market of JNSDIT (juice, nectar, soft drink, isotonic, tea) filled in PET bottles of up to 1.2L at a temperature of 85-88°C.

The BoostPRIME packaging solution removes the need for restrictive vacuum panels or gas addition into PET bottles normally required for the containers to resist hot-filling temperatures. The final bottle shape is achieved with an active base inversion and relies on three key features with minor impact on the packaging manufacturing line layout:

- ❖ The packaging design requires specific base geometry and specifications.
- ❖ The Base OverStroke System (BOSS) allows the mechanical forming of the bottle base during the blowing process.
- ❖ The inverter contributes to the base inversion. This step takes place after filling and capping, tilting and cooling and before labelling. It balances the negative pressure induced by the beverage cooling in the bottle from 85°C to ambient temperature.



### Premiumisation: increased packaging appeal to stand out on the shelf

The removal of the technical constraints of the bottle vacuum offers total freedom of shape in order to attain premium and distinctive PET bottles. It allows a uniform look and feel for hot and aseptically-filled bottles for consistent brand image. Any iconic bottle shape with panels can be easily adapted without impacting the consumer perception. Besides that, it enlarges the branding opportunities as the bottles labelling surface with no vacuum panel is smoother and contributes to a greater and more impactful look and feel. The labelling quality for both roll-fed labels and sleeve labels is highly improved due to an inner bottle pressure during label application.

### Revenue generation: a very cost-effective solution with significant savings

The BoostPRIME packaging solution significantly reduces consumption of PET resin: it can decrease the current heat resistant (HR) bottle weight by up to 30% compared to regular HR PET bottles. It also allows producers to save on label material by enabling to switch from a sleeve to a roll-fed label application. All the process parameters – air blowing pressure, air cooling – are optimised at maximum mechanical speed. When investing in the BoostPRIME solution for a new hot-fill PET line to produce a 1L hot-filled bottle, beverage producers can very quickly reach a one-year payback when considering the additional investment versus a traditional line configuration. By shifting from regular HR bottles with vacuum panels decorated with sleeve labels to lightweighted BoostPRIME bottles decorated with roll-fed labels, the bottle lightweighting potential is estimated to be between three and seven grams, complemented with a ten time reduction in label costs. ♦

