

COMPANY: Coca-Cola Amatil Blow Fill Technology



PRACTICE

Blowfill technology. In 2011, Coca-Cola Amatil (CCA) continued the \$450 million group-wide rollout of blowfill technology, or PET bottle self-manufacture technology, with three additional lines commissioned in Australia. Blowfill technology has enabled CCA to design new lightweight primary and secondary packaging, and has enabled the saving of thousands of tons of raw materials.

PROBLEM

Conventional compressors use more energy and generate more emissions than alternative technologies. Cooling compressors are energy-intense equipment and account for a great portion of the energy use and cost for industries which require cooling and refrigeration of its product.

DESCRIPTION

CCA's Mount Franklin Easy-Crush bottle went into the market in 2011 as the lightest Australian-produced 600ml water bottle made with 35 per cent less PET plastic and a carbon footprint that is 27 per cent less than the previous Mount Franklin bottle.

The Mount Franklin Easy-Crush Bottle is 100 per cent recyclable and easily crushed when empty, making it easier to recycle. This innovation was awarded gold in the Australian Packaging Covenant Sustainability Award category of the 2011 Australian Packaging Design Awards.

Blowfill technology has enabled the company to lightweight its entire small carbonated soft drink PET plastic bottle range, making the bottles among the lightest in the global Coca-Cola system.

RESULTS

When the rollout of the blowfill technology across the group is completed in 2015, it is estimated that more than 9000 tons of PET resin a year will be saved.

CCA has also contributed to major recycling initiatives with customers, including Westfield and Hoyts. Other efficient recycling achievements include:

- Sustained investment in public place recycling infrastructure through the Packaging Stewardship Forum (PSF), which contributed to the installation of more than 5000 new recycling bins and the provision of free signage support to 38 councils and communities across Australia to educate the community on litter reduction and recycling
- The continued roll-out of the Coca-Cola Customer Recycling Program with in excess of 450 Coca-Cola branded wheelie bins rolled out across the country
- The ongoing funding of the Coca-Cola Foundation Community Recycling Grants to Keep Australia Beautiful which, in turn, offers financial assistance to local communities wishing to improve beverage container recycling.



