

Client Needs

A start-up beverage company was seeking a unique, fully recyclable bottle for their cold-filtered, raw Coconut Water.

Challenges

Sensitive products like Coconut Water are often packaged in packaging that contains contaminants like colorants, barrier layers, additives etc. These reduce the recycling efficiency.

Results



Transparent PET Bottle Design with a Transparent Label, Ideal for NIR Sortation



Fully Recyclable PET Shrink Label Enabling Easy Recyclability



Promotes Existing Recycling Infrastructure Making End of Life Easy for the Consumer



STEPS TAKEN BY ADEPT

- Designed a PET bottle which does not contain any other additives or scavengers ensuring no contamination to recycling stream
- Avoided sleeve labels made of PETG or PVC as to not hinder recyclability
- Employed use of crystallizable PET for the shrink label, making it fully compatible with PET recycling stream
- Since label has the same density as PET material for the bottle, it is collected as PET and this improves yield for recycler which is critical for profitability
- Used industry standard HDPE closure material

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