

Extending returnable bottle lifetime

Brand image and sales are impacted by bottle appearance. Fillers in the beer, soft drinks and mineral water markets focus on the attractive appearance of bottles; a steadily growing requirement to win over consumers.

Scuffing caused by bottle-to-bottle contact during the filling process can have a negative impact on consumers. An increased amount of bottle return trips means bottle appearance and therefore marketing value drops. A market survey has shown that bottles no longer fulfil the requirements of the premium-packaging segment after five refill cycles.

Arkema's Kercoat and Opticoat solutions are used as protective coatings in filling plants to delay and mask scuffing build-up. They are designed to fulfil individual requirements and come

as turnkey installations including a technical service in maintaining a returnable glass bottle fleet.

Landscape change

Arkema Business Director Marc Maggiani, stated: "Extending the lifetime of returnable glass bottles has always been a major concern in the beer filling industry. Moreover, the landscape has now changed. The appearance of bottles has become increasingly strategic for fillers due to changing trends in consumer demand."

Kercoat is a protective coating that delays the appearance of scuffing and maintains the burst pressure strength of returnable glass bottles. It improves production flow, reduces noise levels, and enhances the efficiency of filling plant operations.

The coating supports the overall trend



of lighter returnable bottles, which results in additional capital savings for breweries and filling plants. For scuffed bottles, Arkema provides a masking coating technology called Opticoat to help recover lost marketing value. This coating for returnable bottles forms a thin masking layer that restores glass appearance and feel. It can be applied on dry, wet, warm or cold bottles, is resistant to humidity and is environmentally sound. ■

Arkema, Vlissingen, The Netherlands.
Website: www.arkema.com