

Unique Opening Feature



Rounded Corners



Estrella Damm Brewery in Barcelona Launches a Sustainable, Plastic-free Carton With Unique Rounded Corners and an Easy Access Opening Feature

Graphic Packaging International's fiber-based technology supports Estrella Damm's plastic replacement initiative by designing and developing a 100% biodegradable and recyclable paperboard carton that provides significant sustainability improvement for the brand, and for the planet.

CASE STUDY: SUSTAINABILITY | ELEVATED EXPERIENCE | OPERATIONAL EFFICIENCY

 CHALLENGE	 SOLUTION	 RESULTS
<ul style="list-style-type: none"> • Eye-catching & Functional Design On-shelf distinction as a premium and eco-friendly brand • Plastic Replacement Improve brand sustainability by eliminating plastic shrink wrap • Machinery New package design ensures operational efficiency 	<ul style="list-style-type: none"> • Rounded Corner Multipack Provides on-shelf differentiation, conveys brand premiumization and protects the product • 18pt AquaKote™ Paperboard packaging is 100% recyclable and naturally biodegradable • QuikFlex™2100G3 Industry-proven machinery systems for 6, 12 and 24-pack configurations 	<ul style="list-style-type: none"> • Functional paperboard carton with rounded corners and a range of opening options, disrupts the multipack aisle • Paperboard beverage packaging supports sustainability initiatives and enhances brand presence on retail shelf • Reliable machine systems pack cartons in multiple counts and formats allowing for flexibility

Challenge

Estrella Damm Brewery is a leading European brewer, and their Estrella brand is a premium offering known as “The Mediterranean Beer”. Previously packed in printed shrinkfilm, Estrella Damm needed a sustainable, plastic-free packaging alternative to meet its plastic replacement goals. Their desire was to develop an innovative paperboard solution that would disrupt the multipack aisle and enhance their brand by becoming the first structure of its kind in the beverage market. The new package needed to securely contain the cans, protecting the product from damage; be functional with opening features that offered easy access to consumers; and create on-shelf distinction as a premium and sustainable brand.

Solution

In line with their commitment to eliminate plastic can wraps by 2021, Estrella Damm Brewery partnered with Graphic Packaging to design and develop a unique rounded corner package that would be innovative and elevate the brand. The fully enclosed paperboard carton with rounded corners and unique opening feature was the ideal solution.

The transition from plastic to paperboard multipacks also required Estrella Damm to replace older shrink film packaging equipment. Graphic Packaging’s QuikFlex™2100G3 machine provided the high-speed filling capabilities and flexibility to run different sizes, formats and carton styles needed for a successful transition to paperboard packaging.

Results

Estrella Damm’s collaboration with Graphic Packaging to develop and produce a fully enclosed multipack with rounded corners supported their plastic replacement initiative. They are proud to replace the previously used plastic shrinkfilm with cartons sourced from sustainable and responsibly managed forests. The fully enclosed multipack carton with rounded corners provided a premium pack image, elevating the brand in sustainable packaging.

Machinery

Graphic Packaging’s highly flexible QuikFlex™ machine systems support the production requirements of Estrella Damm’s plastic replacement venture. The QuikFlex™2100G3 was selected because it is designed specifically for fully enclosed packaging, is an industry-proven packaging system for a wide range of pack styles and configurations, and fulfills high speed requirements. The QuikFlex™2100G3 offers the flexibility to work with multi-diameter and multi-height cans, bottles and PET utilizing Graphic Packaging’s latest technology and innovation for highest speed requirements on new or existing product lines.

