

Neck-Through  
Locking-Style Wrap



Unique Bulb-Shaped  
Bottle Display




GPI's 24pt AquaKote™



## Pepsi Bottling Ventures Iconizes Orangina with a Unique, Fiber-Based Carton

Pepsi Bottling Ventures (PBV), an independent bottler for PepsiCo., recently acquired the rights to sell Orangina in the U.S. As part of the brand's commitment to sustainability, PBV partnered with Graphic Packaging International (Graphic Packaging) to introduce a new fiber-based six-bottle wrap to showcase the unique design of this iconic sparkling citrus beverage.

### CASE STUDY: SUSTAINABILITY | ELEVATED EXPERIENCE | OPERATIONAL EFFICIENCY

 CHALLENGE	 SOLUTION	 RESULTS
<ul style="list-style-type: none"> <li> <b>Design</b> Offer packaging for unique bottle shape that aligns with Orangina's established branding           </li> <li> <b>Sustainability</b> Avoid plastic wrap with a paperboard packaging solution           </li> <li> <b>Operational Efficiency</b> Need efficient solution for low-volume product with unique shape           </li> <li> <b>Performance</b> Offer a six-bottle wrap that can withstand moisture and transport           </li> </ul>	<ul style="list-style-type: none"> <li> <b>Custom Neck-Through Wrap</b> Neck-through design of the locking-style wrap provides product visibility with ample space for brand messaging           </li> <li> <b>Fiber-Based Technology</b> Coated Unbleached Kraft Board made from a blend of sustainably sourced virgin and recycled fiber           </li> <li> <b>Marksman™ 10</b> Table-top and manually operated wrap style multipack machinery system suited for locking-style paperboard wraps           </li> <li> <b>24pt AquaKote™</b> Engineered for superior wet-strength and corner-crush resistance during shipping           </li> </ul>	<ul style="list-style-type: none"> <li>The custom paperboard wrap showcases the unique orange-shaped bottle and is enhanced further by colorful graphics</li> <li>Recyclable, renewable paperboard packaging offers a sustainable alternative to plastic wrap</li> <li>Affordable, reliable and compact machine that can be adjusted for different package sizes and formats allowing for flexibility</li> <li>Paperboard packaging solutions withstand high-humidity conditions and protect bottles</li> </ul>

## Challenge

When PBV acquired the rights to sell Orangina in the U.S., the bottling company asked Graphic Packaging to develop a sustainable packaging solution that aligned with the existing brand of the iconic European sparkling citrus beverage. The solution needed to meet the needs of the product's unique orange-shaped bottle in both package design and operational efficiency. Reflecting the company's commitment to sustainability, PBV wanted a recyclable paperboard solution to avoid the use of plastic packaging. Additionally, the new six-bottle wrap had to endure shipping and withstand storage in moist and humid environments.

## Solution

PBV partnered with Graphic Packaging's design team to develop a custom paperboard beverage carton as unique as the Orangina bottles it holds. The innovative pack design provides neck-through visibility of the drink's signature bulb-shaped bottle, which mimics the roundness of an orange. The glue-less locking-style wrap is filled with the help of Graphic Packaging's Marksman™ 10 tabletop wrap locking machine.

The custom Orangina packaging features Graphic Packaging's 24pt AquaKote paperboard, made from a blend of virgin and recycled solid unbleached sulfate (SUS™) fiber. Engineered for superior performance and sustainability, this recyclable paperboard provides high wet-strength and resistance to corner crush, tear and puncture—offering a reliable packaging solution to protect the glass bottles during transport.

The custom-designed bottle wrap stands out on shelves with its colorful eye-catching graphics that invite shoppers to “shake up the citrus” and “wake up the sparkle.” Clever brand messaging on the bottom of the package instructs consumers to shake the product before use—playfully prodding product interaction by saying, “Wow. You just gave 6 bottles a shake at the same time. Celebrate with an Orangina.”

## Results

PBV's innovative Orangina six-bottle wrap delivers a sustainable, high-performance beverage carton that accentuates the drink's signature bottle shape for an elevated brand experience. Use of the Marksman 10 provides an affordable, manual and compact solution that fits into PBV's co-packer space. The fiber-based packaging endures shipping conditions and moist environments to maintain Orangina's brand integrity with bold graphics that beckon the drink's bubbly reputation.

As a fiber-based alternative to plastic wrap, the use of Graphic Packaging's 24pt AquaKote paperboard reflects PBV's commitment to sustainability. Consumers understand that paperboard is a highly sustainable packaging material, evident in the 66 percent recycling rate of paper and paperboard in the U.S. today.\* By selecting recyclable and naturally renewable packaging for Orangina, PBV offers a refreshing option for beverage consumers.

\*Source: American Forest & Paper Association - 2020

