

## Innovation Highlight

6-pack clip-style multipack

Handles for safe transportation

Product visibility improves consumer confidence



### Take and Go Improves Experience With Smart Vending Machines by Introducing a Fiber-Based Multipack

Take and Go Comercio de Bebidas Ltd (Take) is a Brazilian start-up that provides hyper-convenience to retail through smart vending coolers. The company saw the opportunity to partner with Graphic Packaging International (Graphic Packaging) to develop a 6-pack clip-style packaging solution for bottled beverages. The new pack would facilitate easier transportation of the products sold via Take and Go vending machine-style fridges.

## Summary: Performance | Convenience | Sustainability

### Challenges



- **Sustainability**  
Take required a recyclable, easy-to-carry pack to clip 6 x 355ml beer bottles sold via vending machine-style fridges.
- **Performance**  
The pack needed to be safe and secure through the supply chain and in the dispensing process.
- **Consumer Experience**  
The pack needed to be comfortable for the consumer to carry and easily recyclable after use.

### Solutions



- **Custom Design**  
Graphic Packaging designed the Take & Go Clip Pack—a paperboard packaging alternative made from plant-based fiber from sustainably managed forests.
- **Manual Applicator**  
Quick and easy application by hand.
- **Secure, Robust Design**  
The resulting pack offers strength and protection for the bottles. The pack features a handle for easy transportation.

### Results



- **Recyclable Pack**  
The solution meets Take's design needs and furthers its sustainability mission with a recyclable paperboard pack.
- **Pack Integrity**  
The pack performed well, resulting in a great quality pack being dispensed to the consumer.
- **Elevated Convenience**  
Consumers now enjoy the convenience of packaging designed with their experience in mind.

## Challenges

Take launched a mobile application that offers a smart shopping experience at its vending machines with a varied selection of beers available to purchase. With the popularization of this app, Take needed an update to its bottle multipack packaging. The beverage company partnered with Graphic Packaging to develop a new solution.

The app allows consumers to select their desired product, complete the transaction, and use a QR code to access their purchases. To offer consumers elevated convenience, Take needed a new, innovative six-pack option for purchases through the mobile app. The multipack needed to protect the bottles through the supply chain and during the dispensing process, and be easy for the consumer to carry, dispense and recycle after use.

## Solutions

Graphic Packaging designed the Take & Go Clip Pack—a six-bottle clip-style pack. With quick and effortless application using a lightweight, durable and intuitive hand-held device, the design allows visibility of the product—while maintaining its security—so the smart fridge technology can read the bottle caps and charge the consumer the correct amount. Glued sleeves slide down over the neck of each bottle with small tabs encircling the top holes to prevent the bottles from sliding out of the clip. Because of strategically placed perforations, consumers can easily remove one bottle at a time from the six-bottle pack while maintaining the packaging's structural integrity.

Take's six-bottle clip-style pack is made of recyclable paperboard. The clip-style pack enables bottles to be selected, read, charged, and dispensed in innovative, convenient, and reliable packaging.

## Results

The new packaging design offers Take a safe, innovative and effective means of delivering their beer, and consumers an effortless, reliable and convenient shopping experience, and higher average purchase amounts for Take.

The Take six-pack has won the 'Innovation of the Year' award at the 79th Annual North American Paperboard Packaging Competition hosted by the Paperboard Packaging Council (PPC). Furthermore, it has been placed in more than 2,000 smart fridges in various consumer businesses since its launch—with a projected 10,000 placements by 2024.

