

# MWV HELPS A BREWERY CUT COSTS AND IMPROVE EFFICIENCY WITH ENGINEERED PACKAGING

## CONTEXT

Brewers constantly develop new products to build consumer demand, and often seek innovative solutions that can reduce total costs, while improving their consumers' experiences with their brands.

## CHALLENGE

A brewer sought to reduce packaging costs while maintaining package integrity and shelf presence.

## SOLUTION

MWV replaced the company's corrugated packaging with an all-new, lightweight engineered paperboard solution.

## RESULTS

The brewery reduced material and distribution costs and significantly improved its plant's operating efficiency, while maintaining the functional performance and aesthetics of the packaging.

**Brewers are faced with the ongoing challenge of reducing the cost of getting their product to market. MWV worked with one such brewery to replace existing corrugated packaging with an engineered solution incorporating MWV's CNK® paperboard—reducing costs and improving efficiency, while preserving critical aesthetic values.**

## CONTEXT

A major, multinational brewer was using pre-printed corrugated packaging for its 18 and 20-pack containers of beer. The heavy corrugated case was designed to stand up to the demands of shipping from brewery to store, as well as from store to the consumer's refrigerator.

## CHALLENGE

To reduce cost without sacrificing performance, the brewery enlisted the help of MWV to develop a new solution that would be lightweight, durable during transport and perform well at retail and beyond—even when wet.

## SOLUTION

Building on the company's prior experience of transitioning small cases of beer from corrugated to paperboard, MWV began exploring new methods for converting larger cases.

Combining design innovation with its high strength Coated Natural Kraft (CNK®) paperboard, MWV developed a new solution resulting in package weight reduction of 7% vs. corrugated with no loss in performance. Moreover, the new package boasts recycled content of 10-21%, with 8-9% post-consumer.

This lighter paperboard ran on the customer's existing machinery and offered enhanced features such as excellent printability, wet strength and tear strength. MWV also designed a proprietary handle for the new package for enhanced comfort and security when being carried by consumers.

## RESULTS

Factory testing proved that the engineered paperboard package performed as well as corrugated through distribution and transit. Consumer testing showed the new CNK paperboard packaging

had the same look and feel of the corrugated product it was designed to replace.

What's more, the brewery has experienced increased operating efficiency with the change due to the superior consistency and forming characteristics of CNK—providing a significant reduction in down time on the line. Greater space efficiency of CNK vs. corrugated also means more cartons per pallet on in-bound shipments, cutting pallet consumption in half and reducing the number of in-bound trucks by 4%.

Additional advantages of the packaging solution are experienced daily by retailers and consumers alike, thanks to the wet strength of CNK. It allows the packaging to retain 80% of its dry tear strength, even when wet for extended periods. This prevents package failures, increasing consumer safety and decreasing damage to product in shipping and in retail environments. ■



For more information, please contact your MWV Engineered Packaging group representative, or visit our website at [www.meadwestvaco.com](http://www.meadwestvaco.com).