

JUICE POUCH MANUFACTURER LOWERS COSTS—AND IMPROVES SUSTAINABILITY PROFILE—WITH MWV

CONTEXT

Pioneered in the 1980's, juice pouches are one of the beverage industry's fastest growing segments—increasing at a rate of 4% annually.

CHALLENGE

A private label juice pouch manufacturer needed to reduce costs and increase packaging efficiency, yet maintain a strong brand image.

SOLUTION

MWV designed an engineered paperboard solution for the manufacturer's multi-pack that met all product requirements for their retail supply chain.

RESULTS

The customer was able to maintain a strong brand image, improve its performance on sustainability measures and reduce its overall cost.

A customer in the beverage industry's juice pouch segment was faced with a three-part challenge: maintain the brand's image; lower costs; and improve its sustainability profile. MWV was able to provide one solution that met all three needs.

CONTEXT

Driven by the beverage industry's constant need to improve efficiency, a private label juice pouch manufacturer enlisted the help of MWV to identify ways to lower costs and maintain the company's brand image. The company also sought ways to increase the sustainability profile of their juice pouch retail multi-packs.

CHALLENGE

The manufacturer needed an efficient replacement for its existing multi-pack packaging which was made from reinforced paperboard.

SOLUTION

Working closely with the juice pouch manufacturer, MWV explored a number of scenarios for reducing system costs. The team recommended replacing the reinforced paperboard with CNK® (Coated Natural Kraft®), a paperboard substrate that could be converted using MWV's proprietary FlexiTECH™ machine.

FlexiTECH is an innovative packaging solution featuring an internal I-Beam support structure that provides the vertical stacking strength needed to survive the most rigorous distribution and retail environments. MWV developed this solution in conjunction with the state-of-the-art FlexiTECH machine to create an extremely fast and efficient packaging system that runs up to 600 pouches per minute.

RESULTS

The combination of switching to CNK paperboard and FlexiTECH technology resulted in over 20% savings in total cost by allowing the company to go from using two packing machines to just one.

The new packaging solution also improved the company's sustainability profile through significant source reductions.

An in-depth study of how the new packaging performed in transit to the store shelf proved that the new CNK packaging provided a lightweight solution that met stability requirements, performed well at all levels and provided reduced distribution costs.

The customer is now looking for additional opportunities to apply the resources of MWV's Engineered Packaging solutions to other parts of their business. ■

For more information, please contact your MWV Engineered Packaging group representative, or visit our website at www.meadwestvaco.com.

