

# PREVENT & SAVE

## Reduced Input Packaging

Two of the most common ways to reduce the amount of packaging that a supplier sends to your business is to first of all install forming equipment on site for example for bottles, trays or plastic pots so that you can reduce the amount of “air” that you transport and store at your site.

The second way is to have as many packaging materials and other raw materials delivered in larger bulk formats. This reduces the number of small pack formats delivered. By making these bulk formats returnable you can reduce packaging waste considerably.

Britvic Ireland have a number of examples of both of these as they use preforms for blowing their PET beverage bottles which are delivered in returnable cardboard octobins and also have their glass bottle label adhesive for their Ballygowan water products delivered to them in 1,000 litre IBC containers.

## Bulk Packaging Case Study: Ballygowan Bulk Adhesive System

### PROJECT IMPLEMENTATION

Repak member, Britvic Ballygowan take their commitment to protect the environment seriously and minimise packaging in the supply chain where possible. The company avoids the use of small buckets for the adhesive used to label their Ballygowan 330ml and 750ml glass range by using a 1,000 litre Intermediate Bulk Container (IBC) instead. This system allows for increased production efficiencies as well as reducing the handling of packaging waste from the use of this smaller volume pack format.

“As Ballygowan is a natural product we are keenly aware of the need to protect the environment so that future generations can enjoy the same high quality water that we do today. We seek to continuously improve our packaging and production processes to deliver a product which is both highly functional and aesthetically pleasing while minimising any potential negative impact on the environment. The glass adhesive initiative is just one small example of this strategy in action.”

*Sian Price, Marketing Manager - Britvic Ireland.*



**BALLYGOWAN**<sup>®</sup>  
THE ORIGINAL BOTTLED IRISH STILL WATER



## PROJECT BENEFITS

Based on recent production volumes this initiative has helped Britvic Ballygowan to remove more than 80 single use plastic buckets from the market reducing plastic packaging waste. The initiative has also produced numerous other environmental and operational benefits which include the following:

- Reduced adhesive waste.
- Increased production line and supply chain efficiencies.
- Easier handling for operators resulting in decreased manual handling risks.
- More storage space on site for other raw materials.
- Less cleaning required therefore reduced chemical use.
- Fewer Blocked Drains.
- Improved Effluent Quality.

## FURTHER INFORMATION

For more information on this project please contact Billy Lee, Trish Feury or Mairead Adams at Britvic Ballygowan.

Alternatively please visit us at [www.britvic.com](http://www.britvic.com) or [www.ballygowan.ie](http://www.ballygowan.ie)