

Silver

Gatorade Bottle Gets Lighter But Stronger

Pepsico; Contributors: Stress Engineering and Tether - USA

Pepsico has optimized the 28-ounce Gatorade bottle to be the lightest weight possible, while also being significantly stronger. In addition, using new roll-fed film label technology to shrink the labels onto the bottles eliminates adhesives and simulates direct printing. This form-fitting label eliminates water being trapped between the label and the bottle.

This bottle is 13 percent lighter and 25 percent stronger than the previous bottle. The hot-fill bottle features a vacuum panel in the base, rather than the sides, and a series of structural ribs that prevent deformation during and after the hot-filling process. The significant increase in bottle strength allowed Pepsico to move from shipping the bottles fully enclosed in corrugated bliss cases to shrink-wrapped trays, which enabled a 50 percent reduction of corrugated materials used for delivery.

Won for Responsible Packaging