

MULTI-COLOR FULTON: A RECYCLABLE AND AFFORDABLE PRESSURE SENSITIVE LABEL FOR A PET CARAFE

MARKET BACKGROUND

By moving from traditional gable top cardboard containers to a PET carafe bottle with pressure sensitive labels (PSL), Simply Beverages became the market leader in the juice category.

THE CHALLENGE

Since sustainability is a requirement at Coca-Cola, MCC needed to create a pressure sensitive label that would maintain recyclability of the carafe without the major price increase.

MCC SOLUTION

Coca-Cola chose to use recycLABEL® due to its impressive recycling capabilities and cost benefits. recycLABEL® is a fully recyclable pressure sensitive label that is recognized by the Association of Plastic Recyclers (APR) and the European PET Bottle Platform (EPBP). Additionally, Multi-Color's proprietary construction means that it's the only recyclable PSL that is offered at a near cost parity to traditional pressure sensitive labels.

THE RESULTS

The entire Simply Beverages portfolio has been successfully converted to recycLABEL®. Coca-Cola is very happy with the shelf impact, recyclability and cost of the new label innovation.



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