



Neck-Through Locking-Style Wrap

Unique Bulb-Shaped Bottle Display

GPI's 24pt AquaKote™



Pepsi Bottling Ventures iconizes Orangina with a unique, fiber-based carton

Pepsi Bottling Ventures (PBV), an independent bottler for PepsiCo., recently acquired the rights to sell Orangina in the U.S. As part of the brand's commitment to sustainability, PBV partnered with Graphic Packaging International (GPI) to introduce a new environmentally friendly six-pack wrap to showcase the unique design of this iconic sparkling citrus beverage.

Case Study: Sustainability | Elevated Experience | Operational Efficiency

Challenge 

- **Design**
Offer packaging for unique bottle shape that aligns with Orangina's established branding
- **Sustainability**
Avoid plastic use with environmentally conscious packaging
- **Operational Efficiency**
Need efficient solution for low-volume product with unique shape
- **Performance**
Offer a six-bottle wrap that can withstand moisture and transport

Solutions 

- **Custom Neck-Through Wrap**
Neck-through design of the locking-style wrap provides product visibility with ample space for brand messaging
- **Fiber-Based Technology**
Coated Unbleached Kraft Board made from a blend of sustainably sourced virgin and recycled fiber
- **Marksman™ 10**
Table-top and manually operated system offering a neck-through wrap pack style
- **24pt AquaKote™**
Engineered for superior wet-strength and corner-crush resistance during shipping

Results 

- Showcases the unique orange shaped bottle and is enhanced further by colorful graphics
- Recyclable, renewable paperboard packaging offers a sustainable alternative to plastic wrap
- Affordable and compact machine that can be adjusted for different package sizes and formats
- Paperboard packaging withstands high-humidity conditions to protect bottles

Challenge

When PBV acquired the rights to sell Orangina in the U.S., the bottling company asked GPI to develop an environmentally conscious packaging solution that aligned with the existing brand of the iconic European sparkling citrus beverage. The solution needed to meet the needs of the product's unique orange shape in both package design and operational efficiency. Reflecting the company's commitment to sustainability, PBV wanted a recyclable paperboard solution to avoid the use of plastic packaging. Additionally, the new six-pack bottle wrap had to endure shipping and withstand storage in moist and humid environments.

Solution

PBV partnered with GPI's design team to develop a custom paperboard beverage carton as unique as the Orangina bottles it holds. The innovative pack design provides neck-through visibility of the drink's signature bulb-shaped bottle, which mimics the roundness of an orange. The glue-less locking-style wrap is filled with the help of PBV's Marksman™ 10 tabletop wrap locking machine.



The custom Orangina packaging features GPI's 24pt AquaKote™ paperboard, made from a blend of virgin and recycled solid unbleached sulfate (SUS™) fiber. Engineered for superior performance and sustainability, this 100 percent recyclable paperboard provides high wet-strength and resistance to corner crush, tear and puncture—offering a reliable packaging solution to protect the glass bottles during transport.

The custom-designed bottle wrap stands out on shelves with its colorful eye-catching graphics that invite shoppers to “shake up the citrus” and “wake up the sparkle.” Clever brand messaging on the bottom of the package instructs consumers to shake the product before use—playfully prodding product interaction by saying, “Wow. You just gave 6 bottles a shake at the same time. Celebrate with an Orangina.”

Results

PBV's innovative Orangina six-pack wrap delivers a sustainable, high-performance beverage carton that accentuates the drink's signature bottle shape for an elevated brand experience. Use of the Marksman 10 provides an affordable, manual and compact solution that fits into PBV's co-packer space. The paperboard-based packaging endures shipping conditions and moist environments to maintain Orangina's brand integrity with bold graphics that beckon the drink's bubbly reputation.

As a fiber-based alternative to plastic wrap, the use of GPI's 24pt AquaKote™ paperboard reflects PBV's commitment to environmental sustainability. Consumers understand that paperboard is a highly sustainable packaging material, evident in the 68 percent recycling rate of paper and paperboard in the U.S. today.* By selecting 100 percent recyclable and naturally renewable packaging for Orangina, PBV offers a refreshing option for beverage consumers.

*Source: United States Forest Service – 2019



© 2023 Graphic Packaging International, LLC. All Rights Reserved.