

# packaging News

packaging field

NOVEMBER 1983

BRITAIN'S BEST KNOWN AND MOST READ PACKAGING PUBLICATION

## er multi layer plastics bottle

Can says that multi layer bottle in a variety and can be de-squeezing and viscous products with convenient lightweight jugs es or oils.

of the Wish- the bottle is coextruded e/evoh/poly- though Amer- s that the bot- duced on a cus-

tom basis. The coextrusion technology allows a variety of lower cost materials - including polypropylene and high or low density polyethylene - to be combined with the more expensive barrier middle layer depending on product requirements. According to Liptons the containers are able to run on conventional glass lines with only minor modifications.

Said to be suitable for products which are subject

to flavour losses in conventional plastics bottles such as mayonnaise, salad dressings, fruit juices, tomato based products, wines and sauces, the bottles are "excellent for containing chemicals and pharmaceuticals that are sensitive to oxygen," points out the company.

"The barrier layer provides protection against oxygen migration to the product," says American Can, "and helps lock in flavour

and aromatics. The material has a strong tolerance to heat and will not lose its properties in elevated temperatures involved in filling operations or on the shelf storage."

Further information on the Gamma bottle can be obtained from American Can (UK) Ltd, Woodside Park, Chelford Road Congleton, Cheshire - tel: 02602 78344.

Circle number: Y11-218

## LABEL GAMES



CINZANO drinkers could be in for a bonanza this Christmas in a £100,000 prize promotion. A breakthrough, by promotional games specialist, Don Marketing, has created what is claimed to be the first ever scratchcard competition to appear on a bottle label.

Instant Roulette is the name of the game chosen by Cinzano and this could lead the way in a new field of on pack promotions. See page 4 for full details.

## Clear plastics can is Coke contender

TRANSPARENT, gastight, pet cans could be appearing on the US market in 12 months time in the Coca-Cola livery. This follows an agreement signed between Coca-Cola USA and Petainer SA for the exclusive development and utilisation of plastics packaging for carbonated soft drinks and mixers in the USA and Canada by Coca-Cola. The agreement provides for technical co-operation over a five year period.

Petainer, headquartered in Switzerland and jointly owned by PLM AB of Malmö, Sweden, and Metal Box plc of Reading, is a development and licensing company and work concentrates mainly on plastics packaging and pet in particular. A new generation of pet bottles and cans based on a patented cold stretching technology have

been developed aimed specifically at packaging soft drinks, beer, juices and food.

While both Petainer and Coca-Cola are reluctant to divulge too many details at this stage, it is highly likely that Coca-Cola is particularly interested in the pet can. A lightweight, strong and transparent plastics pack for carbonated beverages would obviously offer the user a distinct marketing edge in a massive and highly competitive field - the US market for beverage

cans is about 35-40 billion cans a year. A pack which allows the contents to be seen by the consumer would certainly stand out from alternative forms of packaging. It is believed that Coca-Cola is looking for a new profile to single its products out from its competitors and the Petainer could achieve just that.

This is, however, a long term plan, since this new generation of pet bottles and cans are currently being produced in PLM's Continued on back page



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ons for select- s (Moor Lane ate, Sherburn- Yorks - tel: ) bottle were isfactory car- ention and its hich was seen l for a single Also, says Mr consumer ret targeted at ds, compared 250ml bottles ent glass con- sults showed bottles were

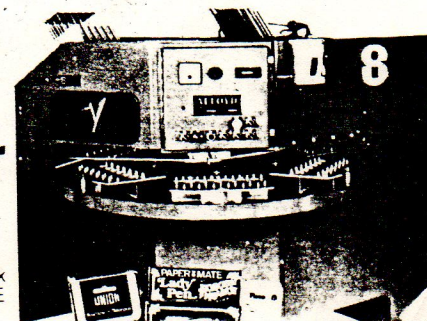
Could this be the new profile for Coca-Cola?



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## First scratchcard competition on bottle labels is launched

CINZANO drinkers stand to win a share of a £100,000 prize in what is claimed to be the first ever scratchcard competition to be put on a bottle label.

Although this type of competition has proved to be popular as a promotional medium in many other areas, technical problems have in the past prevented them from actually being used on the packaging.

A new breakthrough, however, by promotional games specialist, Don Marketing, has now made this possible using a card that can be printed on to a back label. The success of this development means that many different products such as pet foods could now carry on pack promotions.

Instant Roulette is the

name of the game devised specially for Cinzano and is intended to give a further boost to Cinzano sales in the all important run up period to Christmas. Nick Turnbull, marketing and sales director of Cinzano (UK) says: "Our sales have picked up substantially this summer and this first ever scratchcard competition on a bottle will help sustain that growth."

However it has taken Don Marketing (43-45 Butts Green Road, Hornchurch, Essex - tel: 01-590 6688) several months to overcome the many technical difficulties involved. Says John Chambers, managing director of Don Marketing: "With a competition of this type, every card is a potential winner and it is necessary to main-

tain security so that people cannot see through the card. In the past there has always been a concern that printing these competitions onto paper would be a security risk."

The company decided to tackle this problem for Cinzano and overcame the security questions by printing on the back and front of the label in such a way as to make it impossible to decipher the game underneath the latex coating. The roulette table on the design obscures the results of the competition and the roulette chips are printed in a tinted black so they cannot be seen through.

The application of the labels also presented a problem since the whole of the rear Cinzano labels were gummed to the bottle.

This method of adhesion obviously could not be retained since the scratch off latex material would be ruined. Working with Cinzano engineers, Don Marketing designed the label in such a way that three edges of the labels are gummed leaving a reasonable area on which to print the game and allow the consumer to strip off the label without spoiling the play area.

Several printing operations are involved in the production of the labels, and Don Marketing works closely with specialist printers to supervise the production and supplies the printed labels to Cinzano ready for application.

Circle number: Y11-194

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