

DS SMITH AND KRONES PARTNER TO LAUNCH ECO CARRIER

DS Smith have announced a partnership with packaging machinery and systems provider Krones to create ECO Carrier, a fibre-based alternative to shrink-wrap for PET multipack bottles. Showcased during the drinktec trade fair in Munich from the 12th – 16th September, ECO Carrier can be applied using the Krones mechanisation system for its LitePac Top range, which applies sustainable packaging solutions to PET. The system uses corrugated board clips to hold PET bottles together and is particularly suitable for a bottle range from 1L to 1.5L, in a multipack function of 2×2 or 3×2.

Marc Chiron, Sales, Marketing & Innovation Director, Packaging, DS Smith, said, "Our customers and consumers are demanding more sustainable solutions to replace problem plastic while integrating seamlessly with their production lines. Through our work with Krones, we are able to help our customers reduce their plastic usage, increase recyclability and transition to the circular economy by providing fully-recyclable fibre-based alternatives through an easy-to-implement solution."

Wolfgang Huber, Head of Order Center and Assembly, Packaging Technology, Krones, said, "Our collaboration with DS Smith represents our shared sustainability

ambitions which seek to provide products that align with consumers' increasing desire for climate- and environment-friendly lifestyles. As a turnkey supplier with customers in every corner of the world, we have the expertise, the technologies, and the reach to contribute substantially to the complex sustainability challenges of today and tomorrow by making use of proven and state of the art packaging machinery made by Krones."



Krones' Variopac Pro® solution is designed so that it can be integrated seamlessly for the customer's production line for minimum disruption and maximum efficiency. First trials in the field have shown that the ECO Carrier application is fully compatible with Krones Variopac Pro® and keeps up with line performance demands.

ECO Carrier is also fully customisable, enabling brands to incorporate their branding onto the cardboard bottle carrier and paper band. ECO Carrier offers substantial environmental benefits beyond plastic replacement. Designed using DS Smith's innovative Circular Design Metrics, ECO Carrier has the potential for a 71% reduction in carbon footprint compared to plastic shrink-wrap, 100% recyclability, 100% renewable sources and is 100% planet safe.