

# Coca-Cola Label-Free PET Bottle

WINS 2023 WORLDSTAR SUSTAINABLE PACKAGING SPECIAL AWARD



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SUSTAINABLE PACKAGING  
SPECIAL AWARD ★  
SILVER WINNER



## Coca-Cola Label-Free PET Bottle

Coca-Cola Tokyo Research & Development Company, Limited

### KEY FEATURES

- ★ 100% recycled PET materials
- ★ Label-free
- ★ Attractive bottle shape having brand equity
- ★ User-friendly: no hassle to peel label off and easy to crush bottle for disposal
- ★ Drinkable size of 350ml
- ★ Lightweight bottle



Coca-Cola Tokyo Research & Development Company, Limited is a research and development subsidiary in Japan of The Coca-Cola Company whose headquarters are located in Atlanta, U.S.A. The Company's business is the development of products oriented to the market in Japan and research into quality control methods.

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**In the context of your award-winning packaging innovation, what do you see as Sustainable Packaging? How does this pack stand out?**

The iconic Coca-Cola contour bottle was launched in 1915 with the concept of being recognised even if it was shattered or touched in the dark. The new Coca-Cola contour PET bottle has evolved from this tradition by adding an element of 'sustainability' with a unique label-free feature. It reproduces the unique curved shape of the traditional contour bottle, and the Coca-Cola spencer logo is dynamically placed for a bolder brand appeal. Also, the PET bottle is made from 100% recycled PET and its weight has been reduced by 2.0g. This package is a next-generation sustainable PET bottle which can enhance brand equity even without a label.

**What would you say were the decision-making drivers (Internal and External) influencing this award-winning packaging design? Did your client or the consumers request the changes?**

Label-free PET bottle products are gaining consumer acceptance, as they can remove the hassle to peel labels off, making sorting easier. The market for these products is expanding in Japan, particularly through on-line channels. On the other hand, with the increasing variety of label-free products on the market, product differentiation has become even more important. Ensuring brand appeal is a crucial topic in this growing sector.

**What benefits does this new design offer your business/your client's business and the end consumers? Why is the pack more sustainable?**

Japanese laws and local government regulations mandate the separation of packaging materials at home for recycling. In the case of PET bottle products, consumers must separate the bottle, the closure, and the label at home. Thus, label-free products can remove the hassle to peel labels off and promote recycling. Additionally, it is common for households to crush PET bottles before discarding them to save volume.

However, in terms of barrier properties, the wall thickness of PET bottles for carbonated beverages generally needs to be thicker compared to non-carbonated beverages, making them more difficult to crush. Since the bottle weight has been reduced by 2.0g, it has become easier to crush the bottle compared to the conventional one. This means that Coca-Cola new label-free bottle is user-friendly and promotes sustainability.



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**What volumes of materials, packaging and waste have you saved by designing this new packaging? Did you do this through changing materials, light weighting, recycled content, making the packs recyclable, compostable or reusable?**

The bottle is made from 100% recycled PET which emit around 60% less CO<sub>2</sub> than conventional petroleum-based PET bottles. The bottle weight has been reduced to 21g from the original 23g. Furthermore, it is label free.

**What does your company have planned in the future? Any new innovations on the horizon?**

The Coca-Cola system in Japan undertakes activities under the three pillars of Design, Collect and Partner in line with the global vision of a World Without Waste. They reduce waste from packaging and contribute toward encouraging cyclical reuse of plastic resources in Japan.

The company targets include using sustainable materials\* in PET bottles of all products by 2025 and switching to 100% sustainable materials for all PET bottles by 2030, which Coca-Cola will achieve by promoting bottle-to-bottle recycling (horizontal recycling), label-free and package-free products and lighter packaging.

*\*Sustainable materials: Total of recycled PET materials from bottle-to-bottle recycling and plant-based PET materials.*







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**What does winning a global WorldStar Packaging Award mean to your business?**

***“We are deeply privileged to have been awarded the Silver Award in the Sustainability Special Award and the Bronze Award in the President Award. Our ambitious sustainability goal named ‘World Without Waste’ is committed to material reduction and the application of sustainable materials. We achieved three monumental accomplishments with the Coca-Cola label-free bottle - the ingenious absence of a label, light weight, and the use of 100% recycled PET. It fills our hearts with immense joy that our packaging initiatives have been evaluated as the vanguard of sustainability-focused packages. These distinguished awards not only fan the flames of our commitment towards cultivating sustainable practices in packaging but also serve to inspire eco-conscious practices across the packaging industry,”*** says Ryo Iida, Package Development, Coca-Cola Tokyo R&D Co., Ltd.



### WorldStar Packaging Awards

Owned & Operated by the World Packaging Organisation the WorldStar Packaging Awards is the preeminent awards program in the world.

Only packaging that has won recognition in a recognised national or regional competition, either in the present year or the previous year is eligible to apply for WorldStar Competition. Currently, 73 competitions from 39 countries and regions are recognised by WPO as qualifying for entry to the WorldStar Packaging Awards program.

There are 18 General award categories and 5 special awards including Accessible Packaging Design, Marketing, Sustainable Packaging Design, Packaging that Saves Food and the President's Award.

### WorldStar Special Award - Sustainability

The **WorldStar Sustainable Packaging Design Special Award** is designed to recognise companies that have developed innovative packaging solutions that incorporate sustainability considerations. All entries are judged on Sustainable Packaging Design considerations such as social impact, material, source reduction, energy and recovery.  
[www.worldstar.org](http://www.worldstar.org)

### About The World Packaging Organisation

The World Packaging Organisation is a non-profit, non-governmental, international federation of national packaging institutes and associations, regional packaging federations and other interested parties including corporations and trade associations.

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