

Creative Solutions for the Beverage Industry >



Schoeller Arca Systems

Creative solutions for better returns

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The mission of Schoeller Arca Systems is to support its customers in gaining better returns by improving our customers' supply chain efficiency and by increasing their sales through more attractive product branding.

To this end, we design and produce top quality plastic products and supply services that help ensure their full value is optimised. Customer dedication and product innovation are at the very heart of our business. Many of our creative solutions are tailor-made for specific customers or industries.

Take the beverage industry as an example: modern crates - whether they are intended for beer, soft drinks, mineral water or other beverages – offer far more than merely an efficient way to store and transport products. They are a vital tool for product branding and sales. Schoeller Arca Systems is continually exploiting this important marketing opportunity through technical innovations such as in-mould labelling for greater brand impact or consumer friendly features like air-mould and soft touch grips on bottle carriers. This innovative

approach continues beyond the design stage. Professional project management is the main pillar of our success and of our customers' satisfaction.

Highest product quality is guaranteed by the use of advanced product technologies in the fully automated production process. One example of this is the way that no less than 16 components are positioned and incorporated by electronic robots - with great precision and without interruption.

Our expertise in this area is just one of the reasons our client base reads like a "Who's who" of famous brands and includes: Adelhöfener Alpenquellen, Apollinaris & Schweppes, Beck & Co, Bitburger, Carlsberg, Coca-Cola, Danone Waters, Nestlé Water Group, Gerolsteiner, Grolsch, Heineken, InBev, Jever, Karlsber, Krombacher, Paulaner, Pepsi Cola, PETCYCLE, Radeberger Group, San Miguel, South African Breweries, Warsteiner and many more.





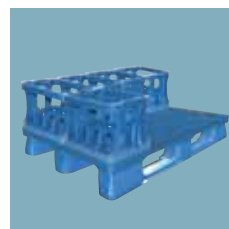
Classical Product – innovative packaging

Beer still ranks among the world's best-loved drinks. However, by the decrease of brand and product binding today's consumers packaging has become a major criteria for their purchasing decisions. Does the packaging present the product attractively? Does it inspire consumers to select this product? Is it easy to handle? These are all questions that breweries continually need to ask themselves.

Schoeller Arca Systems can provide the answers. For example, with our eleven-bottle-crate. Or with split-boxes or crates that have a comfortable grip in the middle for easy carrying. And today, the in-mould process enables brands to establish a powerful market presence. Labels are incorporated directly into the crate body with excellent print and colour quality. All this means that designers face fewer limitations. They can now design in up to six

colours as a relief print with metallic effects, or as a halftone print. As an alternative to in-mould labelling, we offer high resolution screen printing technology. From now on, up to 6 colours can be used.

Besides bottle crates, we also produce plastic pallets for the transport of kegs and crates. These pallets offer secure transport and easy handling. Both pallets and bottle crate boxes are produced increasingly from recycled plastics, providing a good example of the closed-loop system.



Local solutions for global players

In the soft drinks industry, brands like Coca-Cola, Pepsi, 7-up, Apollinaris, Adelsolzer and others require more than creative packaging solutions; they want delivery line-side to production. No problem! Schoeller Arca Systems manufactures its products close to its customers. The result is environmentally friendly and simplified logistics processes. Moreover, we can assist at any time in technical matters and in design and development. Our consultants, like our products, are always close at hand.



Today, there is a strong trend towards light weight packaging such as PET bottles. We match this with light but extremely sturdy crates, which are the ideal complement to the product. The open design of the crates displays the bottles, providing a simple but effective way to advertise the customer's brand.

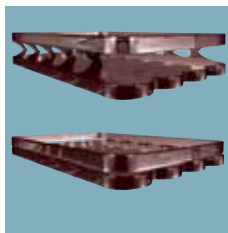


Reduced to a minimum



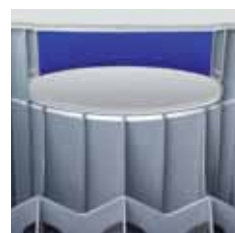
To complete our product assortment we offer custom-made solutions for one-way bottles. Schoeller Arca Systems has developed bottle bridges, trays and ultra-light carriers which optimise the presentation of the bottles and which make one-way bottles and cans easy to carry and to return when empty. This kind of packaging provides an excellent alternative to foil.

Besides bottle crates, trays and pallets Schoeller Arca Systems offers pre-forms for PET bottles and plastic caps. These ensure that the bottle is safely sealed and the drinks are kept clean and fresh, whether they are fizzy or still. Even the caps can be recycled, which is a small but nonetheless important contribution to the environment.



Standard Solution for exclusive branding

Our exclusive crate is actually a standard bottle crate that has been specially adapted for the exclusive branding of products for smaller breweries. It has soft touch or lamella grips for carrying comfort, scratch free in-mould labels that make realistic decoration possible using any colour of the rainbow. Combining good looks with practicality, we call this, "exclusive branding through a standard solution".



Environmental protection by means of PET recycling

Bottle-to-Bottle is a challenge for PET-recycling. More and more non-alcoholic beverages and mineral waters are offered in PET-bottles worldwide. It is therefore of great importance to have a recycling method for PET where the recovered material can be used once again for making bottles. Schoeller Arca Systems has its own technology for high-quality PET-recycling. The final product of this method is called PET Plus and it meets the highest demands of the beverage industry, approved by the

German Fraunhofer Institut and the FDA.

We would like to point out that PET Plus not only makes a remarkable contribution to the environment; it can also be produced more economically than virgin PET material. At LuxPet, an affiliated company of Schoeller Arca Systems, we process the material to high-quality pre-forms, out of which new bottles can be produced. This, once again, closes the loop.



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