

Tetra Pak picks up WorldStar awards

Two Tetra Pak products, the Tetra Top with Separable Top and the Tetra Prisma Aseptic 1000 - each designed specifically to reduce environmental impact - have won prestigious WorldStar packaging awards.



Tetra Pak is the world's leading food processing and packaging solutions company. Working closely with customers and suppliers provides safe, innovative and environmentally sound products that meet the needs of hundreds of millions of people in more than 170 countries around the world.

The Tetra Top with Separable Top was recognised for providing consumers with a balance between functionality and sustainability. It combines the convenience of a bottle with the contemporary look and feel of a carton package, and its design enables consumers to detach the plastic top from the carton sleeve, allowing them to be recycled separately.

Coca Cola's Del Valle Reserva, which uses the Tetra Prisma Aseptic 1000, a carton package made from plastics derived from sugar cane combined with paperboard, was also recognised for its use of bio-based materials.

Rino Abbondi, VP of Technical and Logistics of Coca-Cola Brazil says, "This is the second time that the Del Valle Reserva Tetra Prisma Aseptic 1000 with bio-based plastic has won an award. The first one was the biggest packaging Brazilian

award promoted by ABRE, the Brazilian Packaging Association.

"We know that consumers increasingly want to do more for the environment and look to brands to provide them with sustainable alternatives," says Charles Brand, Executive VP Commercial Operations at Tetra Pak.

"We work with our customers to create innovative solutions that speak to these new consumer preferences, and we are immensely proud that both the Tetra Top with Separable Top and the Tetra Prisma Aseptic 1000 have been recognised by WorldStar in this year's awards."

For more information, go to www.tetrapak.com.

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