



Asahi Soft Drinks Launches Cap-It™, a Fully Recyclable Clip-style Carton for PET Bottle Multipacks

Multinational drink and brewing company, Asahi Group Holdings, is committed to contributing to a sustainable society. The company aims to achieve a 100 percent conversion to sustainable packaging materials for PET bottles by 2030. Asahi Soft Drinks saw the opportunity to introduce Cap-It™ for their four-pack configuration. The fully recyclable paperboard clip was introduced across their entire Wilkinson range. This sustainable pack maintains pack integrity while meeting the rigors of distribution. It also provides easy consumer handling for this popular sparkling water in the Japanese market.

Case Study overview: Sustainability | Elevated Experience | Convenience

Challenge



- **Improved Efficiency**
The client required a multipack solution that reduced manual labor while increasing production volumes and pack integrity.
- **Consumer Appeal**
The client desired improved billboard space to ensure the pack stood out on shelves.
- **Increased Convenience**
The product needed to be comfortable for the consumer to carry and easily recyclable after use.

Solutions



- **Integrated Machinery**
Graphic Packaging used the Cap-It™ G2 machine, which automates the production of the PET multipacks.
- **Brand Recognition**
The packaging solution allows the client to use all four faces of the multipack to display its unique branding.
- **Comfortable Design**
Graphic Packaging added finger holes to the top of the recyclable paperboard multipacks for comfortable and easy consumer handling.

Results



- **Maximized Efficiency**
The client successfully reduced manual labor, reduced costs, and increased output thanks to the integrated machinery solution.
- **Enhanced Shelf Appeal**
Increased billboard space for high-impact graphics improves brand differentiation and draws the consumer's eye.
- **Better Consumer Experience**
The consumer enjoys a more convenient product designed with their experience in mind.

Challenge

Asahi Soft Drinks needed a new multipack solution for their Wilkinson Sparkling Water range in response to increased production volumes and the shift from cans to PET bottles for soft drinks. The new packaging solution needed to improve production and packing efficiency, securely contain the bottles to protect them from damage, be easy for consumers to use, and create on-shelf differentiation.

Solution

Asahi Soft Drinks introduced the clip-style Cap-It™ solution developed by Graphic Packaging for their four-pack of 500ml PET water bottles. The multipack is shipped to the distributor flat-packed, allowing more product to be shipped at once and reducing the company's carbon footprint.

The pack was designed with billboard space on all four faces to create a stand-out appearance on the shelf, differentiating the Wilkinson Sparkling Water range from its competitors in the market. Constructed from recyclable paperboard, the pack was designed with consumer-friendly features such as finger hole apertures at the top for easy carrying. The messaging on all four faces allowed Asahi Soft Drinks to communicate their message clearly and ensured it was visible, regardless of on-shelf orientation.

Results

Graphic Packaging is experienced in providing fiber-based, automated packaging at scale. For Asahi Soft Drinks, this meant the efficient transition away from manual packaging to an automated Cap-It system. The new pack style was successfully launched for the Wilkinson brand and expanded to other products, including carbonated items. Using the Cap-it machine for production, the client succeeded in reducing manual labor and costs.

The packaging solution features maximized real estate for high-quality graphics, drawing consumers' attention and contributing to improved brand differentiation. Additionally, the product's thoughtful design creates a more comfortable consumer experience.

Together, the partnership successfully launched one of the first clip solutions for PET bottles. This innovation has enabled Graphic Packaging to develop higher speed and more flexible solutions.

