

New carton design for milk

What Tetra Pak describes as the world's first aseptic carton bottle will arrive on retail shelves c 16 May 2011 in Lund, Sweden. It is considered a packaging innovation for producers, retailers, and consumers of ambient white milk. [video]

"Aseptic packaging has the contents of the bottle, such as UHT milk, and the packaging first sterilised separately and then the contents poured into the packaging then sealed in a sterilised atmosphere," says Rae McGraw, marketing director southern Africa, environment cluster leader at Tetra Pak.

"The carton shape has never been seen before and it combines the easy handling and pouring of a bottle with the environmental advantages of a carton."

Benefits:

- Good branding opportunities with the ability to print across the entire packaging;
- Fits small or big hands and is easy to hold;
- Pours easily;
- Is 100% Forest Stewardship Council (FSC) certified which means it has a positive environmental profile;
- It is easy to open, easy to hold, easy to store, and easy to dispose of.