



Case Study

Maximising Returnable Glass Bottle appearance and investment with DivoMask™

Your returnable bottle fleet represents a significant investment to your business. Bottle to bottle abrasion in the bottling line followed by caustic etching in the bottle washer leaves glass bottles scuffed and unattractive. The more trips the bottles are circulated on, the more the appearance deteriorates, leading to a cost-appearance trade off, damaging either your bottom line or your brand image.

Challenge

A large brewery in Africa operating a returnable bottle fleet with bottles circulated up to 90 times was facing issues with poor bottle appearance and previous solutions to improve the appearance resulting in oily, sticky bottles and negative consumer feedback.

The brewery's aim was three-fold; to implement a solution that completely masks scuffing, without leaving an oily residue and with reduced consumption of the maskant.

Results

ANNUAL COMPARISON:

Implementing Diversey DivoMask resulted in:



550,000

bottles saved from
landfill / recycling



\$110,000

bottle investment
saving



195 ton

reduction
in CO₂

Solution

BottleCare, the returnable glass bottle protection program from Diversey was implemented to improve the appearance of returned bottles, without impacting customer satisfaction and maximise the return on investment in the bottle fleet.

In this instance the BottleCare program included the DivoMask spray applicator system to accurately spray the masking product on to the scuffed areas of returned scuffed glass bottles (following the bottle washing process).

Results

Challenge testing was carried out for a one week period. The whiteness of the scuffing was measured before and after application and showed a >50% whiteness reduction significantly improving the appearance of the fleet (see figure 1).

In addition the rapid drying time of DivoMask ensured that the bottles do not feel oily or sticky after application and did not hinder date stamping of bottles.

The protection DivoMask provides to the bottle fleet has resulted in both a reduction in the number of broken bottles sent to landfill and a saving in replacement glass. The overall impact on brand image and the sustainability metrics tracked by the brewery can be seen in figure 2.



Before



After

Whiteness values on scuff

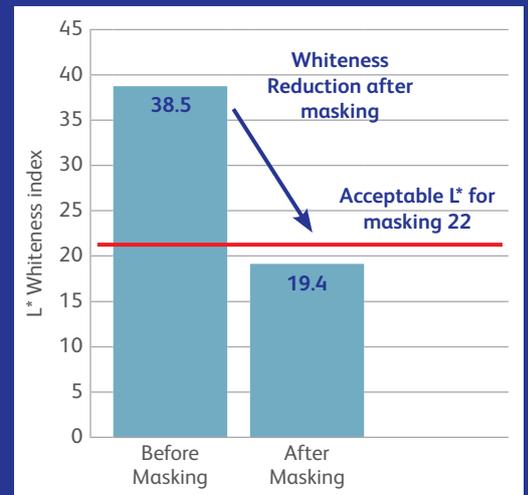


Figure 1

Metric	Result
Reduction in bottles to landfill /recycle	550,000 bottles
Glass Saving Cost	\$110,000
Masking cost as a percentage of bottle cost (per trip)	0.45%
CO ₂ Reduction	192 tons

Figure 2