

# Futuristic cardboard beer bottle

Within a few years, *Carlsberg* beer may be bought in cardboard bottles that are 100% recyclable, or that biodegrade if dropped as litter



## GREEN FIBRE BOTTLE

**Oct 2019:** Carlsberg unveils two prototypes, designed in conjunction with **Paboco** (**Paper Bottle Company**). Bottles look identical, but each has different inner lining

## CURRENT FEATURES

**Liners:** Film of recycled **PET** plastic – derived from oil, or **PEF** – made from plants. Future liner able to biodegrade

**Thermoforming:** Sustainably sourced wood pulped, moulded and dried under high pressure. Cardboard strong enough to withstand pressure from carbonated drinks

Paboco working on similar bottle initiatives for brands such as **Absolut** vodka, **Coca-Cola** and **L'Oréal** cosmetics

**Stopper:** Currently supports regular steel **crown cap**, invented in 1892



Plastic thicker at neck to support cap

**Goal:** Tethered cap made from bio composite or pure paper



Carlsberg will not rush bottle to market, to ensure design does not adversely affect taste of beer

## TARGET DESIGN

**2020-21:** Refined paper bottle on sale, alongside glass and metal containers. **If popular with consumers, glass and metal may be phased out**

