

Shared values in Beverage Closures

Creating reliable, responsible preforms and closures drives RETAL's cooperation with beverage brands around the world. Collaborating with many of the world's leading FMCG brands keeps RETAL leading the way when it comes to cost-effective, high volume PET and rPET preforms, closures and films, with its deep understanding of the latest regulations and trends allowing this packaging solutions company to consistently bring quality and flexibility to its customers.

RETAL cooperates with Spendrups Bryggeri AB, the largest and most well-known independent family-owned Swedish brewery, which produces, imports, and distributes alcoholic and non-alcoholic beverages across Sweden's unique drinks' industry. Established in 1897, Spendrups is managed by the fourth-generation of the founding family and is 'convinced that a proactive approach to sustainability is crucial'; an approach that RETAL is proud to share.

Since 2005, Spendrups has been a valued partner to RETAL, thanks to its provision of preforms and closures for its best-selling Loka carbonated water brand, which is the market leader in carbonated water in Sweden, and the world-recognised Heineken beer, which it license brews. RETAL supplies three preform sizes and one type of closure to Spendrups, providing packaging solutions for both beer, water and soda for this ISO 14001 company.

RETAL Sales Director Rimvydas Bazinys works closely with Spendrups' Purchaser Bjorn Deborg to ensure that the solutions created meet the strict requirements of this Stockholm-based Group. Bazinys explains how the companies started their mutually-beneficial relationship, saying, "Working with Bjorn and the Spendrups team is a very positive experience as they have an interesting, open company culture and they are very progressive in terms of sustainability. The infrastructure and Swedish mindset around collection and recycling is so strong, it's an inspiration. It shows what is possible with the right circumstances."

RETAL supplies Spendrups with both closures and preforms, with sustainable solutions preferred, including preforms containing 50% rPET and closures. Bazinys adds, "It is exciting to work with companies like Spendrups that want to offer a responsible, reliable solution that is good for the environment and good for the consumer. We provide preforms with up to 50% rPET currently and we're working on increasing that up to 100% rPET. We are delighted that both companies continue to grow through offering increasingly responsible packaging."

Spendrups' Purchaser Bjorn Deborg agrees. He explains, "Spendrups constantly strives to be the best beverage company on the market. When we started working with RETAL in 2005, it was actually quite a small company, and we met with the team and liked their approach, which fitted well with our aims. We started our cooperation with the development of closures for our Loka carbonated water; we now purchase three sizes of preforms for Loka and about 60 SKUs for closures. Carbonated water accounts for over 95% of bottled water in Sweden."



Packaging

Deborg shares how the Swedish model for collecting and returning PET packaging gives Spondrup a unique insight into what is possible on a wider scale. He says, “The deposit system for bottles is ingrained in our culture; glass bottles have been collected and reused for over 100 years and we do the same for PET too – there is virtually no PET waste in Scandinavia and no shortage of used PET to create rPET. All grocery stores and almost every convenience store has a plastic bottle deposit machine where you put your used bottles and get a voucher to be used to pay for your groceries, which is appreciated. For example, classes collect bottles to fund their school trips. So people see the literal value of their waste.”

Positive partnership

Spondrup's long history and its ambitious attitude makes it a perfect partner to RETAL, whose own understanding of how a responsible complete life cycle approach to PET means it is well-positioned to deliver the products Spondrup's requires. Rimvydas Bazinyas says, “We stay in close contact with Spondrup to ensure that we are moving in tune with their needs. We have presented our tethered closures solutions to the team and we have been able to share insight into how our closures utilise existing machinery and meet evolving legislation.”

Deborg agrees that the success of the Spondrup collaboration with RETAL is driven by a shared appreciation of creating and producing the right packaging solutions for each demand. He notes, “The RETAL tethered closures solutions are interesting and we are certainly watching the acceptance of these solutions across the wider market. We will adopt the solution as EU legislation demands, but in reality we expect that Sweden will be quite late in implementing tethered closures as we are already well ahead of the sustainability trend! With practically zero plastic littering due to our culturally-ingrained deposit schemes, we'd suggest that this should be encouraged first! Everyone loves it because the money is helpful, so it's the perfect solution for adults and the next generation alike.”

Both RETAL and Spondrup agree that creating and maintaining a supportive, progressive, commercially-beneficial relationship is crucial for the ongoing performance of both companies, with accurate forecasting, regular communication, and a willingness to be open is at the heart of a long-term partnership.

