



Butch Orser, president of Penetang Bottling Company, says the new plastic carriers are the wave of the future

## Sturdy six-pack soft-drink carriers hit with Penetang Bottling Co. Ltd.

Penetang Bottling Company of Penetanguishene, established 60 years ago, introduced plastic carriers in October,

1980, in its Simcoe County distribution area, including the communities of Barrie and Orillia.

Since then, sales have

more than proved the appeal of the carriers and the convenient-sized bottles of Coke, Fanta, Sprite and Schweppes ginger ale, club

soda and tonic water. "Based on our views of customer preferences, we felt there was a definite demand for the 300 ml bottle size. It's really a one-serving bottle, and that's what many people want for freshness and taste," says Butch Orser, president of Penetang Bottling Company.

"We know many buyers of soft-drinks — and we have 133,000 potential customers — like their favorite beverage available in a smaller bottle. And it was just a matter of finding the right carrier to encourage new point-of-sale purchases," says Orser.

"Because the plastic carriers are of rigid construction with internal dividers, they are not collapsible, and for this reason more bottles are returned by customers, and with fewer chips and nicks. This helps us reduce recycling and replacement costs."

The plastic carrier fits conveniently into polyethylene shells and offers a projected average service life of 55 trips, a major increase over the 2- to 4-trip life of a paper carrier.

"We saw the potential for a strong sturdy plastic carrier," says Doug Roblin, technical sales representative for Scepter. "We surveyed the marketplace for an aggressive supplier of

soft drink interested in giving the multi-pack carrier an extensive store display test — and the Penetang Bottling Company more than filled the bill."

Orser and Roblin both agree that the carriers are the wave of the future to accommodate all the soft-drink bottles now on the Canadian market — with the same enthusiasm and support anticipated in the U.S. market.

The custom-designed,

lightweight carriers offer bright, clear surfaces for attractive promotional advertising and trademark identification. There is a convenient space on the bottom of each carrier to provide an imprint for Universal Product Coding (UPC) to assist retailers using the check-out pricing system.

The new carriers also increase the convenience of in-plant handling. They remain

in the polyethylene shells on washing lines, reducing the time required for removing and replacing paper carriers before and after the washing process. Their open construction allows good water circulation and thorough cleaning.

The carriers are manufactured at Scepter plants in Toronto, Edmonton and California and can be supplied in custom colors.



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