

Tetra Brik® Tetra Brik® Aseptic

♥ smartness





Tetra Brik[®] ♥ smartness

In 2004, the Tetra Brik package was exhibited as a Humble Masterpiece at the Museum of Modern Art in New York. The exhibition showed “everyday inspired designs that help make life easier, safer and more fulfilling”.

A Tetra Brik package is one of those great ideas that baffles you with its simplicity. It's an evolving phenomenon, creating value for the brand on the outside of the package, whilst protecting the product inside. Its design makes it one of the most efficient carriers of beverages. No unnecessary material, weight or space, just a simple and ingenious brick-shaped carton. In a way, it's the closest thing to not having a package at all.

The pure, lean logistics of Tetra Brik packaging, along with great possibilities for creative marketing and branding solutions, make great sense to marketing, production, sales and finance managers all over the world.

How can an innovation from the '60s still be important today? Because it's smart. And that's why we continue to invest in development.

Not glorious. Just smart. We love it...





The **Myran chair**, brought to us by Arne Jacobsen in 1952, is a design classic combining good aesthetics with great functionality (it's stackable!). Like Tetra Brik packages, it proves that truly great ideas and ingenious shapes don't go out of style.



EVERYDAY SMART.

A Tetra Brik package protects what's good inside, is shatterproof, transports & carries easily and requires a minimum of space at home. It's good and it's there. Everywhere.



Tetra Brik® is the best selling brand of carton packages for liquid beverages, ever. Tetra Brik and Tetra Brik Aseptic packages have been an ongoing innovation for decades and are still challenging the liquid food industry, with fresh thinking and ideas to match the requirements of today (and tomorrow). Offering what's needed, no more no less.

A full-page background image with a blue color cast. It depicts a snowy, icy landscape under a twilight sky. In the foreground, a wooden sled is partially visible, with a reindeer head mounted on its front. In the middle ground to the right, there is a small, dome-shaped igloo made of ice blocks, which is illuminated from within, casting a warm glow. The overall scene suggests a cold, remote environment.

SMART EVERYWHERE.

North or South. Hot or Cold.
Fridge or no Fridge. We have a Solution.



CHILLED SOLUTIONS

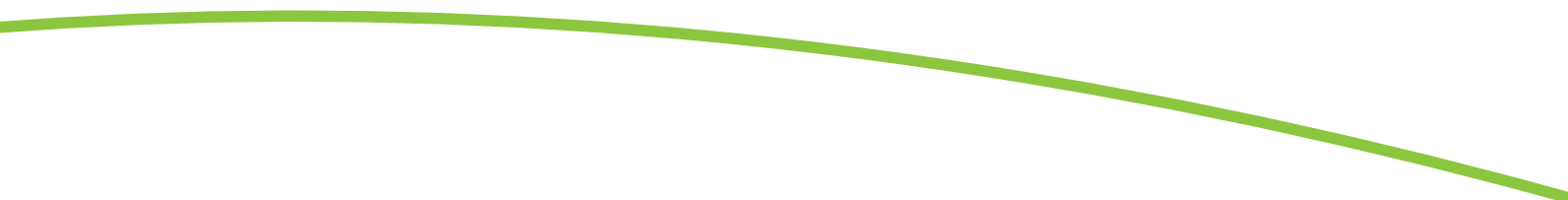
The Tetra Brik package was originally developed for the chilled distribution of milk. Since then, it has continued to be a successful solution in tune and in rhythm with today's customers. Used even for live-culture products like yoghurt and probiotics, it is simply a smart package for smart and healthy products.

ASEPTIC SOLUTIONS

When Tetra Brik was introduced as an aseptic version, it revolutionised the liquid food industry forever. Today, Tetra Brik Aseptic is the best-selling carton package range for liquid beverages in the world. It offers distribution and storage at ambient temperatures, without the need of additives or preservatives, whilst protecting the nutritional value of the packed product. At home or on-the-go, it is perfect in places where the chilled chain is limited. The brilliance of aseptic technology, and our relentless focus to add the latest advances in technology to Tetra Pak packaging lines, makes all this possible.



SMART FOR THE PLANET.



The simplicity of a Tetra Brik package is unconquered. Its ingenious design uses the smallest total amount of material possible for a functional, protective package, whilst maximising the amount of renewable material. It's full of product, nothing else. And when disposed of, it flattens completely. Transporting air is, of course, something nature and our customers can do without.

SMART FOR ENVIRONMENT

A Tetra Brik package consists of approximately 75% material from a renewable source – wood. By selecting a bio-based cap, derived from sugarcane, the renewable content in the package increases even further. As a major user of paperboard, we feel it is our responsibility to do what we can to help improve the management of the world's forests. This is why we are working to ensure 100% of the paperboard we use is certified. In 2014, we achieved FSC™ Chain of Custody certification for all our converting plants and market companies, meaning that our FSC labeled packages are available everywhere in the world.

As you know, trees absorb CO₂ and produce oxygen reducing global warming and at the same time improving air quality. When we use certified paperboard in our packages we can be sure that new trees are planted to replace the ones harvested. We have also set an ambitious goal to cap our climate impact by 2020 at 2010 levels, even though we expect to grow our business considerably over that period.



To close the loop on our environmental impact, we also focus on recycling. Our goal is that by 2020, 40% of all Tetra Pak cartons will be recycled. We are investing substantially in our markets around the world in order to improve consumer awareness, collection and sorting systems as well as the recycling capacity.

Smart for the planet and for coming generations.



LOWER EMISSIONS

Ambient packaging, protecting what's good inside for a long period of time, is not just a convenience. When you can do without refrigeration, you save valuable energy and create lower emissions.



Once the carton is empty, it folds flat into almost nothing. You can fit lots of that in your recycling bin!



THE SPACE SAVER.

Tetra Brik packaging material comes on a roll, making it very efficient to transport and store (40% less space than pre-cut carton blanks).

Straight from the roll we create the rectangular shape of the Tetra Brik package, geometrically the most efficient shape possible. All this, naturally, impacts heavily on costs of distribution throughout the value chain. Whether it's transportation, palletizing, stacking, storing, displaying or, finally, loading the shelves at home, there is no easier shape to work with.

In a way, it's the closest thing to not having a package at all.



A thick orange curved line starts from the left edge of the page and curves downwards towards the right edge.

KEEP ROLLING!

A Tetra Brik package folds into shape, straight from the roll, and is filled with the liquid food of choice, fast and efficiently. It's a textbook case of lean production. The corners have already been cut, or in this case, folded.

No time spent on downtime, all time spent on value-adding production. Did someone mention economy?

Aseptic technology enables food to stay fresh for more than 6 months without the risk of contamination, loss of nutrition or changes to the taste of the product. The entire filling process is performed in a sterile environment, the packaging material is sterilised on both sides and the packages are sealed under the liquid level to avoid contamination. Add to that a distribution chain without the need for low temperatures, and you get a technology that is extremely efficient from an energy consumption perspective.

For the chilled business segment, our extended hygiene technology (XH) fills the product in a sterile, closed environment – the hygienic chamber – to achieve product purity, safety and prolonged shelf life. Combining this solution with state-of-the-art product processing solutions and a sound chilled distribution set-up, creates business opportunities that were unreachable a couple of years ago.



A SECOND THOUGHT

It's not enough to produce a product. It has to appeal all through the value chain. And it has to get home. All the way home to the consumer's kitchen or other point of consumption. Safely and intact.

Tetra Pak can help to take you there, with our broad portfolio comprising thousands of one-way and returnable solutions for distribution and packaging. We have the test methods that give you the right level of protection for your product and the equipment that gives the best results for your business. We also provide recommended solutions that extend our equipment range, giving you the convenience of one-stop shopping and service for your entire production and packaging line. Our secondary packaging solutions also include Adalis™ Wraparound Box designs (available with integrated multi-pack handle, shelf-ready or easy-open features). These are examples of how Tetra Pak collaborate with trusted Companies to bring you the convenience of one-stop shopping for all your secondary packaging and merchandising needs. Just have a word with your Tetra Pak representative!

LET YOUR BRAND SHINE.

A Tetra Brik package gives you great billboard space and only your creativity limits what you can do to make your brand shine. Use imagery, copy and colour to promote your brand, selling your unique product and story. Be sure to make use of the billboard space at hand to stand out from the crowd. Want a bigger impression? Do it with secondary packaging solutions.

Having a free billboard, on-site, to promote your message makes sense. Having it on an ecologically sound package makes good sense.



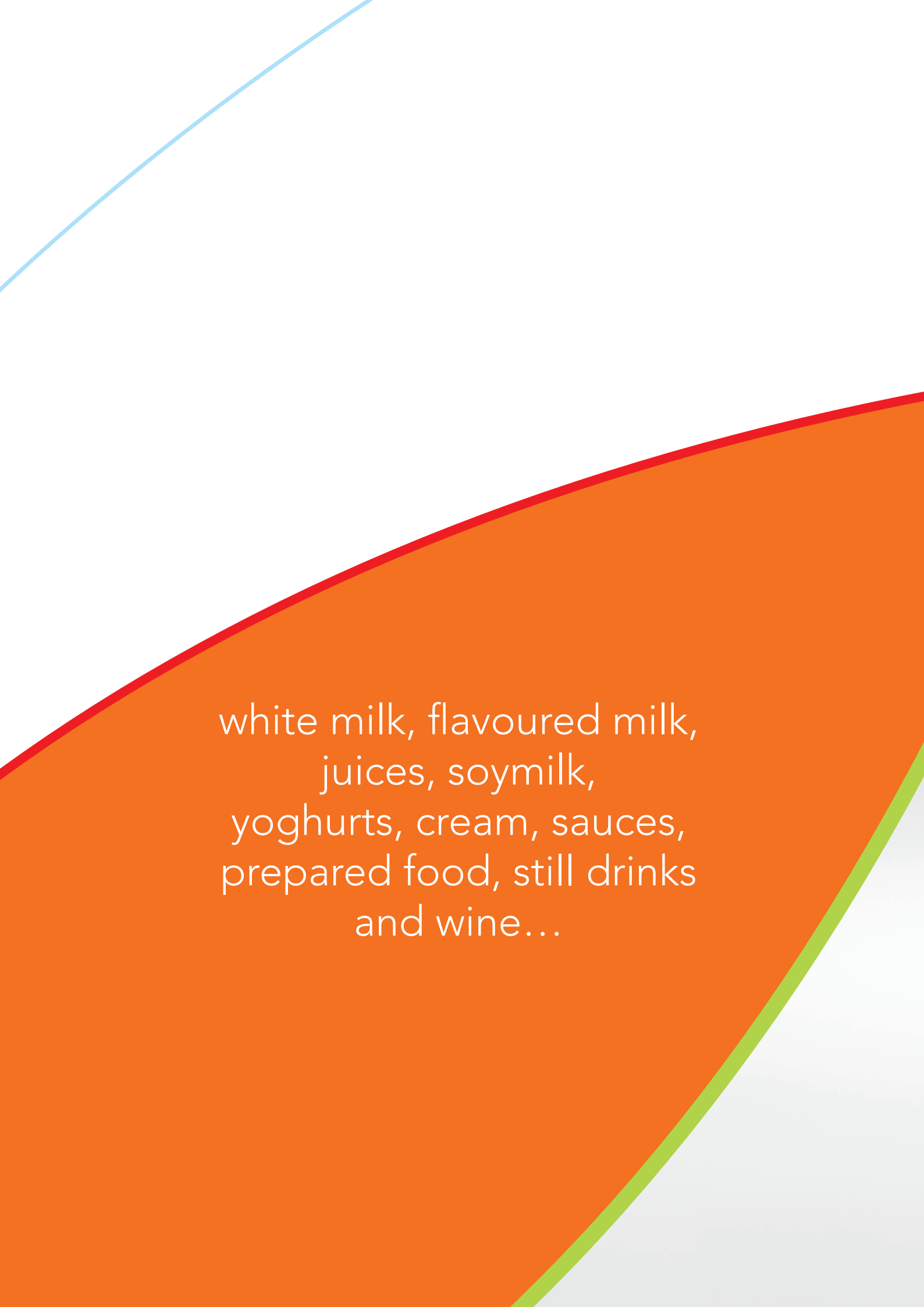
MULTIPACKS
(WITH OR
WITHOUT HANDLE)



WRAP AROUND



FILM-WRAPPED
MULTIPACK

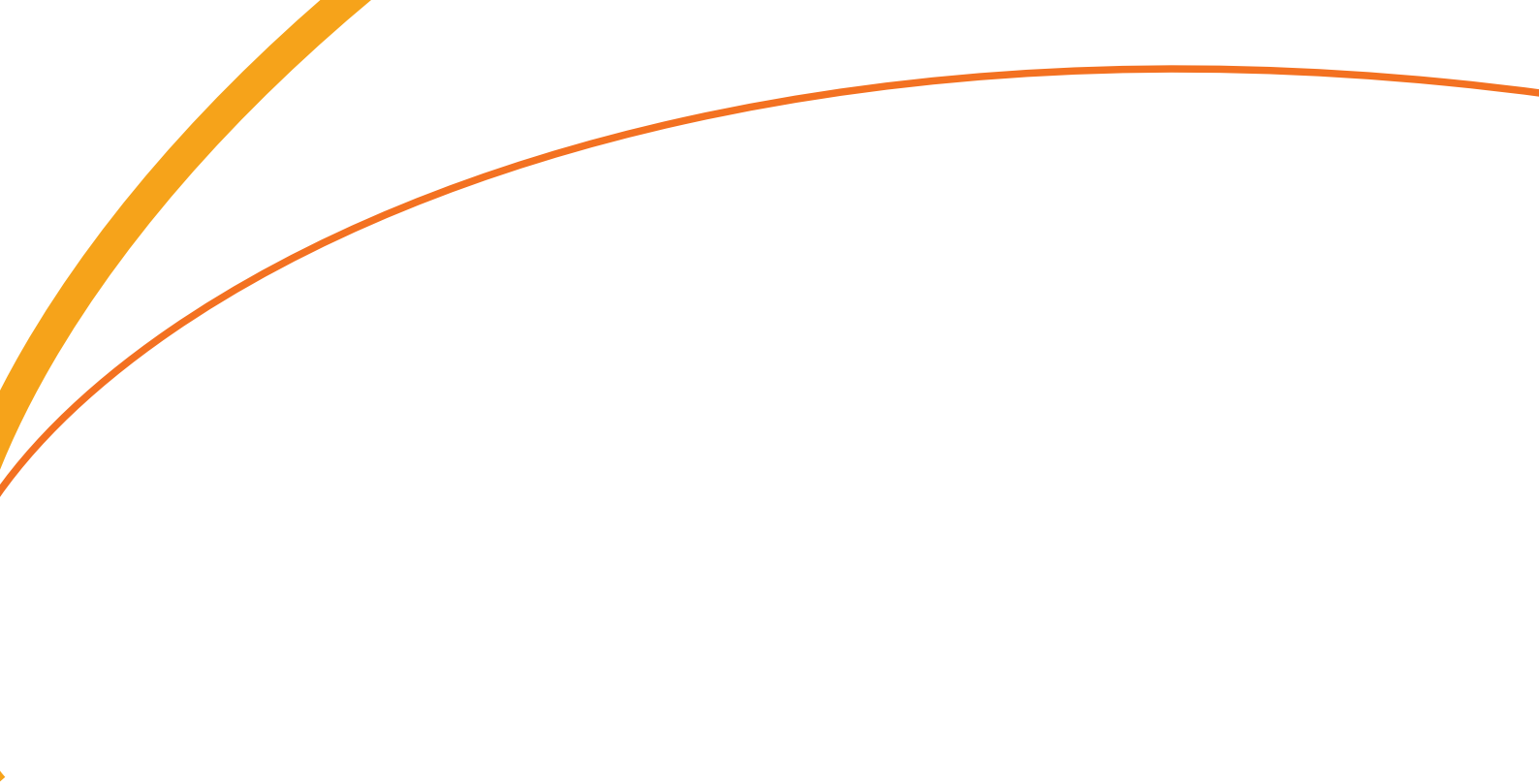


white milk, flavoured milk,
juices, soymilk,
yoghurts, cream, sauces,
prepared food, still drinks
and wine...

WHAT'S SMART FOR YOU?

Tetra Brik and Tetra Brik Aseptic packages are designed to fit everyday needs. Their production, configuration and promotional qualities, along with a sound environmental profile, add up to this – whatever your market position and ambition, we can help you.





Tetra Pak not only provides packages and packaging equipment; we also provide complete systems integrating processing equipment, packaging machines, distribution equipment, software and maintenance. When it comes to designing and installing your equipment solutions, we have years of worldwide experience.

We will gladly pass our know-how and expertise, as a world leader in our field, on to you.