

Bottling company essay



BOTTLING COMPANY History of coca cola bottles: CocaCola's history has got a lot of bottle – more than 115 years' worth, in fact. The world's favourite soft drink started life as a soda fountain beverage, selling for five cents a glass, but it was only when a strong bottling system developed that CocaCola became the world-famous brand it is today. 1894 – A modest start for a bold idea Mississippi shop owner Joseph A. Biedenharn began bottling CocaCola after he was impressed by its sales.

He sold the drink to his customers in a common glass bottle called a Hutchinson. At the time Biedenharn sent a case to Asa Griggs Candler, who owned the Company. Candler thanked him but took no action. One of his nephews already had urged that CocaCola be bottled, but Candler focused on fountain sales. 1916 – Birth of the contour bottle Bottlers worried that a straight-sided bottle wasn't distinctive enough and that CocaCola was becoming easily confused with 'copycat' brands. Glass manufacturers were approached to come up with a unique bottle design for CocaCola.

The Root Glass Company of Terre Haute, Indiana, designed with the famous contour shape, which won enthusiastic approval from CocaCola in 1915 and was introduced in 1916. * The contour bottle design was inspired by the curves and grooves of a cocoa bean. * Today, it's one of the most recognised icons in the world – even in the dark. * Blues players have been known to use necks from CocaCola's contour bottles to play slide guitar, coining the term 'bottleneck slide'. 1923 – Six packs Six pack carriers of CocaCola bottles were introduced to encourage people to take their drinks home – and were a huge hit. 928 – Bottle overtakes fountain For the first time, the volume of CocaCola sold in bottles exceeded the amount sold through soda fountains.

1950 – Media moments The CocaCola contour bottle was the first commercial product to appear on the cover of TIME magazine, establishing CocaCola as a truly international brand. Also this year, the first television advert featuring CocaCola’s contour bottle appeared during CBS’ The Edgar Bergen-Charlie McCarthy Show.

1955 – Packaging innovations For the first time, people could buy different sized bottles of CocaCola. As well as the traditional 6.5 ounce contour bottle, shops also started selling larger 10, 12 and 26 ounce versions.

1960 – Trademark no. 1 The contour bottle with the word ‘CocaCola’ written on it received its first trademark from the US Patent and Trademark Office.

1977 – Trademark no. 2 The CocaCola contour bottle was granted a second trademark for the contour shape itself, with no words written on it.

1978 – Recyclable bottles CocaCola introduced the world to the two litre PET plastic bottle. It became popular for a lot of reasons: it doesn’t break; it’s re-sealable, lightweight and recyclable.

2000 – Reducing waste CocaCola introduced the ultra-glass contour bottle designed for improved impact resistance, reduced weight and cost. These bottles are 40 per cent stronger and 20 per cent lighter than the original CocaCola contour bottle – saving approximately 52,000 metric tons of glass in 2006.

2005 – Aluminium bottles CocaCola joined forces with design firms from five continents to launch a new aluminium contour bottle called the ‘M5’ (Magnificent 5).

2009 – Green bottles CocaCola launched the innovative PlantBottle in the US, a completely recyclable PET container made with 30 per cent plant materials, including sugar cane extracts.

2011 – Going green globally PlantBottle packaging is available in nine countries with launches planned for many additional markets in 2011 and beyond.

MISSION PET In this context, what

was the appropriate response by CCBPI? The environmental predicament was clear-cut and the decisions and directions were defining moments of the company management's assessment of the situation. It was amidst this situation, the program Mission PET was born in the last quarter of Year 2000. PET stands for Pinoy Environment Team to underscore the indigenous Filipino endeavor. Its objectives are: . To promote recognition of CCBPI's one-way containers as recyclables and to encourage collection and recovery of these post consumer beverage containers; 2. To encourage among strategic stakeholders the environmental responsibility through education and information dissemination; 3. To marshal the youth to undertake collection and recovery of the one-way PET containers and to guide them in linking up with environmentally minded organizations; 4. To mirror management's active response to a critical social problem. Mission PET target audience is a wide spectrum of stakeholders.

People of all ages and walks of life consume Coca-Cola products; obviously, they are also garbage generators. Recycling of PET Containers There is now a PET Recycling Technology present in Metro Manila area. Forever Fiber Corporation in Pulang Lupa, Valenzuela City, has registered with the Board of Investments and obtained Income Tax Holiday for six years from April 2002 for the annual production of 1, 583, 733 kilograms of polyester staple fiber, necessary for the production of yarn for industrial garments and fibers. In Year 1, Forever Fiber will use 1, 456 tons of used PET bottles, and by Year 5, it would be needing 2, 043 tons of used PET.

Multipet Corporation in Malinta, Valenzuela City produces strapping materials, commonly called " plehe", from recycled PET wastes. Such

materials are used locally and abroad for strapping boxes or cargoes, such as for mangoes, suha or durian. Out of its annual output of 460 tons per year, Multipet channels approximately 5% of its output to low-income communities in Malabon and Navotas where enterprising families weave market baskets (bayong), knapsacks and folding beds, for livelihood. A thriving market exists for 15 large consolidators known as Metro Recycling Association who export every month about 400 tons of PET flakes as feedstock for the enormous non-woven fiber factories in China and Korea to produce polyester. Polyester is a part of such “ sosyal” items as Patagonia bags, Nike shoes, skiers’ windbreakers, jackets, carpets and comforters. Think about this for a moment: If your outerwear or innerwear trademark says: “ Polyester, or Polyester with cotton, or Polyester with rayon” -in all possibility, you are wearing recycled Coca-Cola PET bottles! Recycling of Aluminum Cans Reynolds Recycling Corporation’s two (2) furnaces in Dasmariñas, Cavite, are, for the moment, silent, shutdown.

But further West in Barangay Osorio, in Trece Martires City, there is Cavite Aluminum Recycling Corp. producing aluminum ingots for the Philippine market and the aluminum alloy requirements of industries in Japan. In addition, there are dozens of registered – – and unregistered – – converters producing aluminum sheets for cooking woks and claddings – – mostly from recycled aluminum beverage containers. Today, Metro Manila Linis Ganda’s members and other junk shops – – there are at least 1, 200 registered in Metro Manila – – earn handsomely from the collection of PET and UBCs. So do their eco-aides.

Just look at the tons of collected by the Linis Ganda coops in the years 1999, 2000 and 2001. Unseen by the public eye are the big warehouses compacting UBCs into 20-kilo blocks for export via container ship to Japan, China, Malaysia, and U. S. Aluminum, by the way, is perpetually recyclable! And aluminum scrap price is a reference for trading at the London Metal Exchange. Look at the growth of aluminum scrap exports: Collection by Mission PET Recovery Centers For the past 21 months, the Centers have redeemed 4, 200, 000 (million) and 3, 000, 000 (million) pieces of aluminum and PET containers, respectively.

That's what we have directly scooped out of the waste stream. In 2001, Philippines exported 23, 053 tons of aluminum scrap with a value of US\$416, 145, 305. For PET, the country recovered about 5, 040 metric tons in 2001 from the 24, 000 metric tons that we generated in the form of resin, pre-form and bottle container. That is a recovery rate of 21 percent! PET or polyethylene terephthalate is the familiar soft plastic popularly used in myriad consumer and household products because of its lightweight, clarity and shatter-resistance.

It is a polymer, a kind of plastic. Among the seven classifications of plastic, PET is coded “ 1” in the international recycling logo. (See Appendix C.) The marking, made by the U. S. Society of Plastic Industry, is found at the bottom of the container to facilitate its segregation and recycling. The Seven Types of Plastics commonly used in the Philippines 1. Polyethylene Terephthalate (PET) Common uses: soft drink bottles, cooking oil bottles, peanut butter jugs, water bottles 2. High Density Polyethylene (HDPE)

Common uses: detergent bottles, milk jugs, grocery bags 3. Polyvinyl Chloride (PVC) Common uses: plastic pipes, outdoor furniture 4. Low Density Polyethylene (LDPE) Common uses: produce bags, food storage containers 5. Polypropylene (PP) Common uses: aerosol caps, drinking straws 6. Polystyrene (PS) Common uses: packaging pellets, cups, meat trays 7. Others Common uses: certain kind of food containers Report in N. S. E: Bottling Company REpOrTeRs: Cacayorin, Sarah Jane Mabini, Sherwin John Submitted to: Ms. Mercedes Mascarina