



Bag-in-Box Beer

A taste direct from the brewery

Bag-in-Box for Beer

Rapak®, a part of DS Smith Plastics Division, is an industry leader in Bag-in-Box flexible packaging. We deliver more sustainable solutions for liquid packaging that suit customer needs and help them gain a competitive edge.

A Taste Direct from the Brewery

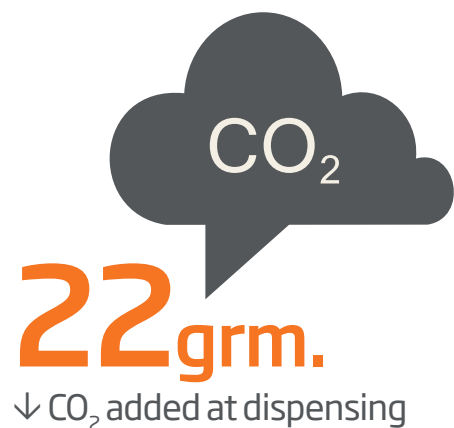
Rapak's Bag-in-Box for beer is the new alternative to traditional kegs. Bag-in-Box, when used in combination with carbonating systems, addresses issues associated with dispensing draft beer from traditional keg systems.

Hygiene is a key factor that can alter the taste of draft-dispensed beer. Bag-in-Box packaging ensures protection of the product quality by using sterile filling and impermeable films. Furthermore, traditional keg systems are associated with capital expense, return fees, storage space issues and wastage due to the limited shelf-life of in-use kegs.

Rapak Bag-in-Box addresses these issues and offers peace of mind!

Benefits of Bag-in-Box

- Extended product shelf-life after opening
- Low investment cost
- Optimized storage and transportation logistics
- Elimination of return expenses
- Safe and hygienic
- Suited for large and small scale productions
- Can be connected in a series
- A more sustainable solution
 - ◇ 100% recyclable outer box
 - ◇ Less CO₂ is added at dispensing compared to kegs



Key Advantages of Bag-in-Box technology vs. traditional kegs

Logistics

Efficiencies in overall transportation costs due to difference in footprint from keg vs. Bag-in-Box

- 30% more beer per pallet
- Reduction in transportation cost
- Elimination of keg return fees
- Reduction in storage space

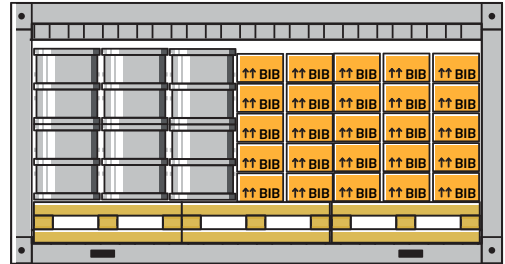
Brewer

- Reduction in capital tied up in packaging
- Reduction in keg losses of approximately €70 million yearly
- Reduction of carbon footprint as returned empty kegs contain 125-150 L of CO₂ and mixed gas that is released to the environment
- Elimination of cleaning & sterilization cost of re-usable kegs
- Reduction of packaging cost. Average Bag-in-Box costs €2.50/20 L
- Light weight and non-pressurized packaging
- Improvements in storage utilisation
 - ◇ Flat packed when empty
 - ◇ Stackable when full

Retailer

- Longer Shelf-life vs. kegs
 - ◇ 9-12 months when kept unbroached in normal conditions
 - ◇ Double the shelf-life when broached vs. keg kept in cellar cooled environments
 - ◇ Preserved quality and flavor
- Reduction of product waste
- Reduction in storage space required at bar
- Boxes can connect in series eliminating down time changing kegs
- 100% recyclable outer box can be locally collapsed and disposed
- At 2.5x20L Bag-in-Box (equivalent to 1x50L keg) delivers 88 pints and uses 22 grams less CO₂, 252 grams vs. 230 grams

30% more beer per pallet



€800m
8 mil kegs at €100/ea
tied-up working capital
in UK supply chain

€2.50
average cost of
20L Bag-in-Box



Flavor
IMPROVED!



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