Press release: COCA-COLA PARTNERS WITH SWEDISH SUSTAINABLE START-UP, BLUE OCEAN CLOSURES

Blue Ocean Closures, a start-up with a worldwide mission to reduce plastics in packaging closures, now announces partnership with Coca-Cola’s EMEA R&D Center in Brussels.

The innovation Blue Ocean Closures is bringing to market is a fiber-based packaging screw cap, that is biobased and recyclable as paper.

“For us to succeed with this groundbreaking move, away from fossil-based plastics, it is extremely important to have global brands on board, with the ambition and ability to truly making a difference, says Lars Sandberg, CEO of Blue Ocean Closures. And he continues; “We are thrilled to announce our explorative partnership with Coca Cola’s EMEA R&D Center today, focusing on innovation to bring new and more sustainable products to use.”

In line with its ambitions to advance sustainable packaging while reducing the use of non-renewable material, and support its ambitious World Without Waste strategy, Coca-Cola is joining Blue Ocean Closures’ community of pioneering partners.

“We are excited to be part of the pioneer community and to help test and develop this innovation during its continued development. It fits both our sustainability strategy and our on-going exploratory work with future packaging technologies which may complement other, existing types of packaging in our packaging mix,” says Daphné Ronat, Packaging Engineer at the Coca-Cola EMEA R&D Center in Brussels, Belgium.

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About Blue Ocean Closures AB:
Blue Ocean Closures is a Swedish sustainability start-up, transforming the packaging industry through the design and manufacture of fibre-based screw caps and lids. First to the market, it is addressing the world’s plastic pollution crisis by ensuring its high-quality products live up to five core concepts: being biobased, ocean-biodegradable, recyclable, cost-effective, and scalable. As brands, businesses, and innovators worldwide look to achieve sustainability, Blue Ocean Closures is doing its part to drive progress in packaging.
Backed by industry leaders ALPLA and Glatfelter, Blue Ocean Closures is exploring new packaging solutions and enabling brands to decrease their carbon footprint. To discover more: www.blueoceanclosures.com

About The Coca-Cola company:
The Coca-Cola Company (NYSE: KO) is a total beverage company with products sold in more than 200 countries and territories. Our company’s purpose is to refresh the world and make a difference. We sell multiple billion-dollar brands across several beverage categories worldwide. We’re constantly transforming our portfolio, from reducing sugar in our drinks to bringing innovative new products to market. We seek to positively impact people’s lives, communities and the planet through water replenishment, packaging recycling, sustainable sourcing practices and carbon emissions reductions across our value chain. Together with our bottling partners, we employ more than 700,000 people, helping bring economic opportunity to local communities worldwide.

Read more about The Coca-Cola Company’s sustainability policy at https://www.cocacolacompany.com/sustainability

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