

BLUE OCEAN CLOSURES

Press release - Friday, June 17, 2022

Press release : THE ABSOLUT COMPANY PARTNERS WITH BLUE OCEAN CLOSURES TO DEVELOP INNOVATIVE FIBRE-BASED BOTTLE CAP

The Absolut Company, part of Pernod Ricard, is working with Blue Ocean Closures (BOC), a start-up based in Sweden, to develop an innovative natural fibre-based closure cap for Absolut Vodka's iconic bottle.



Photos: Blue Ocean Closures

Made from bio-based materials, the cap's pioneering design reduces the amount of plastic used in packaging by combining a body made of sustainably sourced FSC fibre material with a thin top-seal barrier layer, making it recyclable as paper and ocean biodegradable.

Together, BOC and The Absolut Company will develop the cap for use on current glass bottles, as an addition to existing cap solutions as well as a possibility for future packaging innovations. The partnership will see several iterations of the cap through prototyping and testing stages in 2022, with plans to share it commercially in 2023.

This is part of a wider ambition from The Absolut Company and Pernod Ricard to create a fully circular business, working with suppliers and partners to ensure that 100% of its packaging is reusable, recyclable or compostable by 2025.

Speaking on the partnership, Eric Näf, Director of Packaging Development at The Absolut Company said: "We know that collaboration across the whole value chain sits at the heart of long-term progress and true environmental, economic, and social impact. As part of our circular way of thinking, we are delighted to be working with BOC to continue designing out single-use materials and using packaging innovation for the benefit of the planet."

Lars Sandberg, CEO of Blue Ocean Closures said: "We are proud to partner with Absolut Vodka to bring an alternative cap solution to the market. My first job was actually on the Absolut Vodka factory floor, so I've seen how quality is a key focus across every part of the production process."

Ulrika Evermark, Community manager at Blue Ocean Closures said: "We are excited to welcome Absolut Vodka to join us in the important development of our caps, alongside industry leaders such as ALPLA and Glatfelter."

More information:

Visit <https://sustainability.theabsolutcompany.com> for more information on sustainable innovation by The Absolut Company.

For further information on Blue Ocean Closures, visit <https://www.blueocean closures.com>

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