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Tetra Pak’s new packaging boosts supply efficiency

Tetra Pak has launched the Tetra Classic® Aseptic 65ml Cube package, offering an efficient packaging solution for dairy, juice and liquid food.

By **Sonali Wankhade** | March 8, 2019



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Every six packages form a cube, optimising use of space in transportation and storage

Tetra Pak has launched the Tetra Classic® Aseptic 65ml Cube package, offering an efficient packaging solution for dairy, juice and liquid food.

The dimensions of the package have been designed to allow every six packages to form a cube, hence optimising the use of space in distribution and storage. This has brought significant improvement in cost efficiencies and the environmental footprint.

The package adds to the company’s Tetra Classic Aseptic family, the tetrahedron packages known for their minimal use of packaging materials.

Compared to the traditional Tetra Classic Aseptic 65 ml packages, the new package requires less secondary packaging and needs approximately 40% less space to transport the same quantity of products. This means food can now be delivered safely over longer distances, at lower cost, and made available to consumers at an affordable price.

The new package is now available with hand packing for secondary boxes. It has been in use since December 2018 at a customer in Southeast Asia selling coconut milk as a cooking ingredient in markets where logistics infrastructure is a challenge.

Read online: https://nuffoodsspectrum.in/news/12/13882/tetra-paks-new-packaging-boosts-supply-efficiency.html
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