

Premium brand marketing potential

Made from recyclable paperboard

Cans precisely oriented for shelf appeal



## Sweden's Spendrups Brewery Replaces 100 Tonnes of Plastic with 100% Recyclable Packaging

Founded in 1897, Spendrups Brewery is Sweden's largest independent family-owned beverage group. Now managed by the fourth generation, Spendrups is a leading distributor of beer, wine, spirits, and other beverages, including brands like Heineken and Mariestads. With 4 production sites in Sweden and an international distribution arm, Spendrups strives to operate responsibly with a proactive commitment to sustainability.

### Case Study overview: Sustainability | Elevated Experience | Operational Efficiency

#### Challenge



- **Sustainability**  
Replace plastic shrink film with a recyclable packaging solution.
- **Elevated Experience**  
Differentiate products with premium packaging appearance and functionality.
- **Operational Efficiency**  
Meet growing market demand with high-speed packaging production for multiple can sizes and pack configurations.

#### Solutions



- **Paper-Based Alternative**  
Made from renewable fiber from sustainable sources, paperboard packaging provides a sustainable alternative to plastic.
- **Improved Retail Visibility**  
Packaging design gives products more visibility to stand out on the retail shelf than competitors who still use shrink film.
- **KeelClip™ 1600 Machinery**  
Efficient equipment delivers the capacity required by Spendrups' high-speed can line and can accommodate any can size and pack configuration.

#### Results



- **Reduced Plastic Usage**  
100 tonnes of plastic are removed annually from the waste stream once fully converted.
- **Brand Differentiation**  
Consumers prefer KeelClip™ packaging over conventional shrink wrap, according to Spendrups research.
- **High-Capacity Production**  
Integrated machinery automates and streamlines packaging for Spendrups' 330ml and 500ml 6-packs.

## Challenge

Since starting the project three years ago, Spendrups began reevaluating its beverage multipacks' secondary packaging. The company wanted to replace plastic shrink wrap with a more sustainable packaging solution to keep pace with Sweden's advanced recycling movement. Considering the higher recycling rates for paper over plastic, Spendrups scanned the market for a paper-based beverage carton that could deliver a premium appearance and superior functionality.

## Solution

Spendrups was the first beverage company in Sweden to introduce Graphic Packaging International's KeelClip™ packaging solution. The recyclable paperboard fastener replaces plastic shrink wrap with a sustainable alternative while delivering a premium brand image to set Spendrups products apart.

The innovative clip design features a center panel that locks cans in place, precisely orienting the labels for maximum visibility on retail shelves. The fold-over carton protects the tops of the cans while providing a billboard surface that offers premium brand marketing potential for added visual impact.

Spendrups installed a high-speed KeelClip™1600 Machinery System to automate this packaging solution. Flexible enough to package a range of can sizes and configurations, the integrated equipment delivers the production capacity and scalability to meet Spendrups' high-speed can line requirements.

## Results

Throughout 2022 and 2023, Spendrups will convert all its can multipacks to KeelClip™, starting in Sweden and launching in other countries through its international distribution arm. Once fully converted, the new packaging will eliminate 100 tonnes of plastic from production per year.

Beyond the environmental benefits, Spendrups' new packaging also enhances the brand experience for beverage consumers. In fact, customers and consumers prefer the appearance and functionality of KeelClip™ over conventional shrink wrap, according to Spendrups' research. The multipacks are convenient to carry and transport, securing the product in place while making it easy to release cans for consumption.

Once the carton is empty, it's easy to recycle. In fact, consumers are much more likely to recycle paper and paper-based packaging (76 percent\*) than they are plastic (53 percent\*). By replacing plastic with recyclable paper-based packaging, KeelClip™ supports Spendrups' goals of minimizing its environmental footprint with renewable materials and maximizes its brand impact with a premium packaging solution.

\* [https://ec.europa.eu/eurostat/databrowser/view/cej\\_wm020/default/table?lang=en](https://ec.europa.eu/eurostat/databrowser/view/cej_wm020/default/table?lang=en)