ALPLA Group

Press release

**PET wine bottle made by ALPLA cuts carbon emissions by up to 50 per cent**

Launch of a 0.75-litre bottle in Austria with white wine from Wegenstein

*Hard, 8 May 2024 – Safe, affordable, and sustainable: the plastic packaging specialist ALPLA is launching a recyclable wine bottle made of PET. The bottle weighs approximately only an eighth of a glass bottle, reduces the carbon footprint by up to 50 per cent and allows for price savings of up to 30 per cent. It can be made entirely of recycled PET (rPET). The packaging solution is available now in 0.75-litre and 1-litre bottle sizes and is already being used in Austria by the pilot customer and development partner Wegenstein.*

The global packaging specialist ALPLA has added a PET wine bottle to its product range. The 0.75-litre bottle weighs just 50 grams – around eight times less than the alternative made of glass. The first white wine bottles belonging to the Wegenstein winery recently went into circulation in the Austrian wine market, making them part of the Europe-wide bottle-to-bottle loop. The sustainable solution reduces carbon consumption by 38 per cent compared to the glass alternative – and that's even without rPET content. The PET bottle is now also available in a 1-litre version. ALPLA plans to already be manufacturing several million units a year from 2025 and is planning solutions made entirely of rPET.

‘PET is light, unbreakable and recyclable, and can be moulded with little energy needed, making the plastic the ideal packaging solution. With it, winemakers can improve their environmental footprint and lower their costs,’ emphasises Daniel Lehner, Global Sales Director Food & Beverage at ALPLA. The plastic packaging meets all the quality requirements, is available as a transparent or a green bottle and is suitable for all types of wine.

**Sustainable, inexpensive and compatible**

The lower material consumption and energy-saving manufacturing reduce carbon consumption. The use of rPET further increases the reduction. Even with 30 per cent rPET, 42 per cent is saved, while the ecological footprint of the solution made of 100 per cent rPET is even halved at minus 50 per cent. The high-quality recycled material is provided by ALPLA from its own ALPLArecycling recycling plants. The low weight of the packaging also has positive effects on shipment. And there is a cost advantage too. ALPLA’s PET wine bottles are up to 30 per cent less expensive than glass bottles, depending on the requirements.

The sustainable packaging solution works with conventional metal screw caps and is compatible with winemakers’ bottling lines, meaning it is flexible. Wegenstein fills the PET bottles on the same bottling lines as its glass bottles. ‘The bottle has been perfectly tailored to the bottling and shipment processes. The close cooperation with the Wegenstein team significantly sped up the market launch,’ reports Sebastian Rosenberger, project manager at ALPLA. ‘The PET bottle lives up to what it promises. It is visually appealing, ensures our quality and is practical. We are making an innovative offer to consumers who care about our environment and our climate,’ explains Herbert Toifl, managing director of the Wegenstein winery.

**About the ALPLA Group**

ALPLA is one of the world’s leading companies in the manufacture and recycling of plastic packaging. Around 23,300 employees worldwide produce custom-made packaging systems, bottles, caps and moulded parts at 196 sites across 47 countries. The high-quality packaging is used in a wide range of areas, including for food and drinks, cosmetics and care products, household cleaning products, detergents and cleaning agents, pharmaceutical products, engine oils and lubricants.

ALPLA operates recycling plants for PET and HDPE in Austria, Germany, Poland, Mexico, Italy, Spain, Romania and Thailand. Other projects are being realised elsewhere around the world.

[www.alpla.com](http://www.alpla.com)

**Image caption**

ALPLA\_PET-Weinflasche.jpg: Packaging specialist ALPLA is rolling out a PET wine bottle as a safe, affordable and sustainable solution for winemakers.

ALPLA\_PET-Weinflasche-2.jpg: ALPLA’s PET wine bottle weighs only around an eighth of the weight of the alternative made of glass and therefore reduces carbon emissions and costs.

ALPLA\_PET-Weinflasche-Wegenstein.jpg: The Wegenstein winery focusses on sustainability and introduces a PET wine bottle as a development partner of ALPLA. (Copyright: Wegenstein)

ALPLA\_Daniel-Lehner.jpg: Daniel Lehner, Global Sales Director Food & Beverage at ALPLA. (Copyright: ALPLA)

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**Information for editorial**

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