

Nomination: 18467

bonaqua® the world's first individually sold label-less bottled water

<b>Page: General Information</b>
<b>Name of Organization / Company</b> Swire Coca-Cola HK
<b>Logo</b> Download File ( <a href="https://asiastevieawards.secure-platform.com/file/26987/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoyNjk4NywiYWxs3dOb3RTaWduZWRVcmwiOiJGYWxzZSIsImNbnm9y">https://asiastevieawards.secure-platform.com/file/26987/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoyNjk4NywiYWxs3dOb3RTaWduZWRVcmwiOiJGYWxzZSIsImNbnm9y</a> hTqWhdn9Knr5kRCRYiL7B7g99UKtSgLB_zrl7o?54acb3b6-34fa-4287-9fb4-96f6a194dc06.png)
<b>Web Site Address</b> <a href="http://www.swirecocacola.com">www.swirecocacola.com</a> ( <a href="http://www.swirecocacola.com">http://www.swirecocacola.com</a> )
<b>Page: Entry Information</b>
<b>Entry Title</b> bonaqua® the world's first individually sold label-less bottled water
<b>Category</b> T01 - T11 - Achievement Categories > T08. Achievement in Product Innovation
<b>Submission Format</b> An Essay of up to 625 Words
<b>Essay</b> <p>Since 1965, Swire Coca-Cola HK (SCCHK) has been the authorized bottler and distributor of The Coca-Cola Company, offering a wide range of beverages in the region, including bonaqua® mineralized water. What sets bonaqua® apart from other brands in the market is its value proposition as 'The Water for Tomorrow' and its commitment to sustainable development, aiming to create a better world and a better tomorrow.</p> <p>As a leading non-alcoholic beverage manufacturer in Hong Kong, SCCHK has adopted a sustainable development strategy called "Our Choice, Our Future!" This strategy drives the company's mission to expand its product portfolio and incorporate more innovative and sustainable packaging options. In alignment with this vision, SCCHK initiated a Revamp Project to meet the evolving expectations of society and customers. In mid-2021, the company took a significant step forward by introducing the first locally produced bonaqua® label-less mineralized water, initially available for case sales throughout Hong Kong.</p> <p>Recognizing the importance of individual consumers' active participation in building a sustainable future, SCCHK launched the "bonaqua® label-less 2.0" project. This initiative aimed to enhance the product configuration for individual sales, offering greater convenience and accessibility to consumers. Through the efforts and innovative ideas of the dedicated R&amp;D, manufacturing, procurement, Sustainability, and the relevant teams, SCCHK successfully commercialized the world's first individually sold label-less bottled water in May 2022 – bonaqua® label-less mineralized water 600ml.</p> <p>The groundbreaking packaging design for bonaqua® label-less mineralized water showcases both innovation and sustainability. The product features a completely label-less design, significantly reducing its carbon footprint.</p> <p>Laser incising technology is employed to provide essential nutritional information directly on the bottle, eliminating the need for printed bottle sleeves. This pioneering use of laser incision technology is a first for Hong Kong, demonstrating SCCHK's commitment to pushing boundaries and embracing cutting-edge solutions. Additionally, the sales barcode is conveniently located on the bottle cap, ensuring clear printing and enhanced readability. This unique approach, another first in Hong Kong, simplifies the consumer experience while reinforcing SCCHK's commitment to innovation and customer satisfaction.</p> <p>Beyond its innovative packaging design, bonaqua® label-less mineralized water holds another groundbreaking distinction: being the world's first individually sold label-less bottled water. This innovation opens up new avenues for distribution, making the product more accessible to consumers and expanding its reach across various retail channels. By removing the labels entirely, SCCHK not only improves the purity of recyclable materials but also facilitates the remaking process of the bottles, promoting a circular economy and minimizing waste.</p> <p>The locally produced bonaqua® label-less mineralized water bottles weigh 52.8% less than conventional PET bottles. This achievement not only contributes to resource conservation but also reduces transportation emissions throughout the product's lifecycle. Furthermore, SCCHK actively utilizes 100% recycled PET (rPET) in the production of bonaqua® label-less mineralized water, effectively closing the loop and fostering a sustainable circular economy.</p> <p>The bonaqua® Revamp Project and bonaqua® label-less 2.0 initiative, encompassing rebranding and innovation, serve as milestones in SCCHK's commitment to reducing and redesigning its beverage packaging. By utilizing laser incision technology for nutritional information and pioneering barcode printing techniques on bottle caps, SCCHK demonstrates its dedication to pushing the boundaries of innovation and championing sustainability in the industry.</p> <p>Through these transformative initiatives, SCCHK aims to inspire consumers to make conscious choices and join the journey towards a more sustainable future. This remarkable achievement reinforces SCCHK's commitment to creating a better world for future generations by revolutionizing the way bottled water is packaged and consumed.</p>

**For this category please provide**

An essay of up to 625 words describing the nominated innovative achievements since July 1 2021, **OR** a video of up to five (5) minutes in length illustrating the same.

Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

**Credits**

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**URL 2**

<https://www.media-outreach.com/news/hong-kong/2022/05/26/139492/bonaqua-officially-launches-its-first-individual-sale-label-less-bottled-water-anywhere-in-the-world/> (<https://www.media-outreach.com/news/hong-kong/2022/05/26/139492/bonaqua-officially-launches-its-first-individual-sale-label-less-bottled-water-anywhere-in-the-world/>)

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