

# HEAT TRANSFER REFPET: COCA-COLA CLEAR ADVANTAGE®, CLEAR WINNER®

## PROVEN SUCCESS

Multi-Color Corporation (MCC) has delivered over a billion labels to Coke Latin America's supply chain, consistently producing brilliant graphic reproduction and superior performance within a unique returnable recycling system. Working with Coke from the beginning, it was clear that labels proved a necessary component in the success of the sustainability initiative designed for the Latin American market. With more than 40 years of experience in the HTL business, MCC patented the ink system that made the Coke returnable program possible.

Noticing that the high levels of wax used in the traditional Therimage process affected the Coke labels both visually and functionally, MCC developed the Clear Advantage® technology. The highly engineered ink system provides exceptional print quality and continued strength against the aggressive caustic recycling process. Visually, the Clear Advantage® system takes care of the hazy, dulling affect caused by the excess wax, to produce the recognizable Coke red at its intended brilliance. With the Clear Advantage® technology reducing up to 1lb of wax per roll than traditional Therimage, the label construction becomes more cost effective while also limiting the potential contamination of the caustic solution used to clean the bottles before refilling.

MCC offers an overarching range of expertise to cover all the labeling needs from developmental initiatives to technical support. The Product Leadership group continues to explore innovative ideas, recently developing the PM410 ink system that enhanced the labels caustic resistance, increasing their life cycle in the marketplace.

With the current label often outlasting the PET bottle it is applied to, Multi-Color welcomes the opportunity to collaborate with other suppliers to make the entire supply chain more successful. To further ensure the success of the label, Multi-Color designs and manufactures application equipment as well, engineered to work seamlessly with the printed Heat Transfer Labels provided. The MC1100 Decorator has become the primary equipment used in the heat transfer decorating process.

Over the years, Multi-Color has worked with Coke to optimize an efficient label system that consistently delivers throughout Latin America. MCC continues today to establish this same system through an expanded business network to the rest of the world. Multi-Color is committed to the Latin American markets, servicing companies in Mexico, Costa Rica, Ecuador, Peru, Bolivia, Chile, Argentina, and Uruguay. Multi-Color makes it a priority to understand the needs of the region and exceed our customer expectations with every label delivery.

## COLLABORATION

Synergy comes from the collaboration of the value chain. Multi-Color embraces the idea of teaming with the bottlers to make Coke's sustainability initiative even more successful through process enhancements to the label application. Today, the label outperforms the PET bottle, but MCC sees potential in interfacing with the plastic companies to improve the overall package for additional uses, further strengthening the sustainability packaging initiative. Multi-Color employs bilingual Sales Associates and Customer Service Representatives, along with associates with extensive expertise in chemistries, package engineering, and plastics allowing for a successful collaboration with Coke's entire supply chain.



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