

Product profile

albi GmbH & Co. KG, Germany



The sky's the limit for albi juices in Diamond® Curve

In August 2008, albi GmbH & Co. KG launched three varieties of premium juice for a leading German airline (orange, apple and tomato) in one-litre Diamond® Curve, with a specially developed and award-winning transparent cap. In February 2009, two organic juices (orange and apple) were launched for retail in one-litre Diamond® Curve, alongside two organic vegetable juices (tomato and vegetable) in 500ml Diamond® Curve.

Market Information

The benefits of the new shape and larger Pure-Twist® X cap were first recognised by albi's airline catering customers. An instant success with airline staff, the one-litre package fits perfectly into the trolleys. The curved panel makes it easy to grasp and comfortable to hold. The larger cap means less spillage and splashes in the unsteady on-board environment. The transparent cap was developed by Elopak to enable staff to easily identify if the package has been opened, reduce waste and enable airlines to adhere to tighter airport security regarding liquid products.

albi believes that juice should taste just like fruit and nothing else. Innovative packaging design and exceptional functionality provide instant visual differentiation, whilst projecting the premium brand values of 'quality' and a 'healthy lifestyle'.

Distribution

Distribution is ambient, in 2x3 format. albi's logistics operations are designed to provide short delivery times and higher flexibility for retailers from two production plants and three distribution centres.

Technical Information

In 2008, albi invested in an Elopak® S-PS80HA filling machine at its Magdeburg plant in eastern Germany.

Additional Information

In 2008, albi celebrated its 80th birthday and produced over 100 million litres of juice and juice drinks. The same year also saw the company awarded full organic certification, enabling the extension of its product line and brand offerings.

albi plans to launch further products using this solution, including those from EDEKA and discounter Netto, who've also seen its immediate potential and are switching their private label juices to Diamond® Curve.

This cap solution received a Highly Commended award at the Beverage Innovation Awards 2010 in the best closure category.



Diamond
CURVE