



CASE STUDY

Revolutionizing Bottle Labeling For A Leading Brewery in East Africa

Advanced Water-Based Labeling

Challenge

One of East Africa's leading breweries operates a factory that produces thousands of beer bottles per hour, with an average labeler speed of 45000 BPH. The standard process involves cleaning the beer bottles, filling them with beer, sealing, pasteurizing, labeling, and crating them for distribution to retailers. After consumption, the empty bottles are returned for recycling: they are uncrated, washed, rid of old labels, inspected, and either rewashed or discarded when necessary. The brewery sought to enhance the wash-off properties of the bottles, to enable better recyclability and reusability, as part of their commitment to reducing the overall carbon footprint. Additionally, due to supply variations and fluctuations in the quality and price of casein, they faced cost and shelf-life instability. As a solution, the brewery was eager to adopt new advanced water-based technology for their bottle labeling application.

Solution

After successful trials, H.B. Fuller® Earthic™ 2025 improved mileage by 25% and reduced in-use costs by up to 40% per case. The new technology demonstrated excellent wash-off properties, even with aged bottles, UV exposure, and humidity treatment, with no label carry-over. It allowed the washing machine to run at lower bath temperatures and with less caustic soda concentration and sedimentation, compared to traditional casein technology.



EXCELLENT WASH-OFF PROPERTIES



EXCELLENT ADHESION TO GLASS WITH GREAT CONDENSATION AND ICE WATER RESISTANCE



CLEAN RUNNING, NO SPLASHING

Key Benefits

The customer noticed that with this new technology, the label transfer to the bottle runs flawlessly, with trouble-free pick-up from the label magazine and precise placement on the bottles.

H.B. Fuller® Earthic™ 2025 enables improved life cycle of the glass bottles, due to its excellent capability to facilitate washoff of the returned glass at lower caustic soda and temperatures.

- Unwanted machine stoppages are also largely eliminated, as the labels no longer stick to the gripper cylinder but are neatly placed on the bottle.
- Reduced consumption by up to 25% compared to contemporary labeling adhesives.
- Clean run eliminates the need for unplanned stoppages to clean the labeler together with excellent washability enabling the washer to operate at full rating speed.

Additionally, the technology offers excellent resistance to ice water and condensation, as well as excellent machinability. [Contact us today to learn more!](#)

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