



Technical analysis for WRAP identifying environmental and cost potential in the light weighting of wine bottles for Old and New World wines

WRAP (Waste & Resources Action Programme) engaged with James Ross Consulting to have undertaken a number of projects looking at “best in class” packaging within the UK wine sector. The wine bottle study looked at wines purchased from grocery and other off-trade stores and compared bottle weights of New World wines against those of Old World wines. The project was then expanded to look at the environmental and cost benefits of bulk importing wines and bottling in the UK. The projected benefits in both environmental and cost terms were very significant.

Business Challenge

Two of the key objectives of WRAP are to reduce waste and increase recycling, therefore wine bottles were investigated to see if lightweighting was feasible and to assess the impact of any change in the recycling stream. But given the competitive nature of the market, any changes had to be sympathetic to the brand and give good return on investment.

How JRC Helped

Bottle weights for a wide ranging sample of bottles were determined and the possible options for weight reduction were calculated. Comparison of costs of bottling at source versus bulk importing and bottling in the UK clearly demonstrated significant cost and carbon emission benefits in terms of materials, distribution as well as packaging taxes. To help deliver the message simply, the data was distilled to its simplest form and put into a spreadsheet that could be used to determine both monetary and carbon emission savings by lightweighting and/or bulk importing and bottling in the UK. This was then converted by WRAP into an on-line interactive web page.

Value Delivered

The project enabled WRAP to develop an industry wide program to encourage wine bottle light-weighting. This program is now supported by both wine produces, bottle manufacturers and retailers globally.

About WRAP

WRAP (the Waste & Resources Action Programme) was established in 2001 in response to the UK Government’s Waste Strategy 2000 to promote sustainable waste management. WRAP is set up as a not-for-profit company limited by guarantee by DEFRA, the DTI, and the devolved administrations of Scotland, Wales and Northern Ireland. WRAP appointed James Ross Consulting as an accredited Framework Technical Advisor in 2005.

About James Ross Consulting

James Ross Consulting is a mid sized global manufacturing consulting, technical support and analytical services company, with offices established in the UK, USA and Australia. Their three competence groups, Cost Optimization, Technical Support and Analytical Services, develop a full spectrum of services and solutions that address business opportunities and challenges common across industries. See also www.jrconsulting.com.

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