

SQZ launches RTD beverages in Ecolean aseptic packs

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The drinks will be available in the 200 ml Ecolean Air Aseptic packages, on SQZ's online store, e-commerce channels and at retail locations across China.

The products are part of a larger traditional Chinese beverage line that will include more products in the future. SQZ is developing, manufacturing and selling herbal beverages to create a healthy lifestyle and is a bestseller of ginger tea products in China.

SQZ chose Ecolean for its unique package characteristics and low impact on the environment. Ecolean packages are lightweight, almost half in weight compared to many traditional packaging formats, and contain up to 35 % chalk. Using fewer raw materials from the start saves energy during production, transport and waste handling. The packages can also be completely flattened, minimizing food waste and using less space in the waste bin.