

# New technology for enhanced life and appearance of returnable beer bottles

## How to get up to 5 more litres in every bottle?

Arkema, a global chemical player, has developed new technologies to make bottle masking and container protection a market standard for the filler industry.

Kercoat® and Opticoat® have been developed as innovative solutions to improve the lifetime of returnable bottles pools:

- Economical benefits
- Marketing advantages
- Ecological value

**KERCOAT**  
BY ARKEMA

**OPTICOAT**  
BY ARKEMA

### Anti-scuff protective coating

- Delays the appearance of scuffing
- Protects the strength of glass bottles
- Reduces online glass breakage
- Extends the life of a returnable bottle **(at least x2)**
- Enhances the efficiency of the filling plant

### Masking coating

- Improves the appearance of used bottles
- Restores the “new glass feel”
- Increases the marketing and brand values

*Beer bottles*

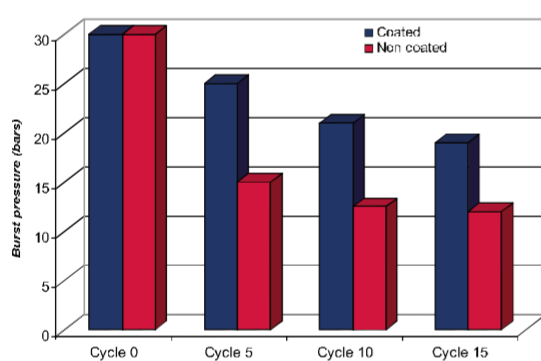


*Opticoat® 140 (Bottle in the center not coated)*

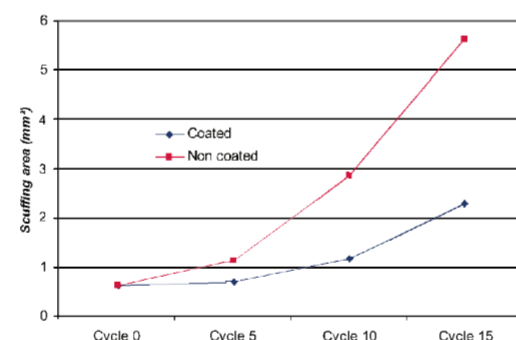
*Soft drinks bottles*



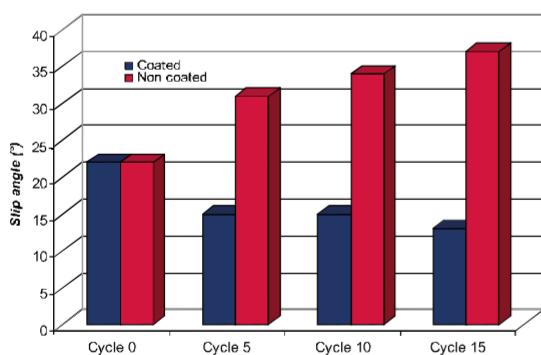
*Opticoat® 140 coated and not coated bottles*



*Impact on burst pressure*



*Impact on scuffing*



*Slipperiness*



*Bottles after 25 refills with and without Kercoat®*