

Branding without labels

SMI will showcase an EBS 10 KL Ergon rotary stretch-blow moulder fitted with moulds specifically designed to produce 0.5 L label-less PET bottles.

For this project, SMI designers created a container with a traditional appearance, featuring a sinuous and elegant shape that accommodates a vertically embossed company logo along the height of the bottle. The design diverges from the more common cylindrical or square forms typically used to facilitate label application.

The decision to eliminate a separate label reflects an effort to reduce environmental impact. Embossing the logo directly onto the bottle also serves as a visual branding element, using the container's shape as a marketing asset by embossing the company logo directly onto the bottle.



Functional, efficient, and sustainable primary packaging

In the field of primary packaging, sustainability and efficiency are playing an increasingly central role. These two goals can be achieved through various strategies, including lightweight containers, the use of rPET and the elimination of physical labels. SMI has developed a bottle that incorporates several of these elements. It is produced from a lightweight 10.6g preform with a 26/22 gravity neck and produced on a large scale without the need for glue or paper/plastic label supports. All essential information about the liquid inside can be accessed via a QR code printed on the cap.

The bottle also includes accessibility features, with Braille markings indicating the presence of the QR code to assist visually impaired or blind users.

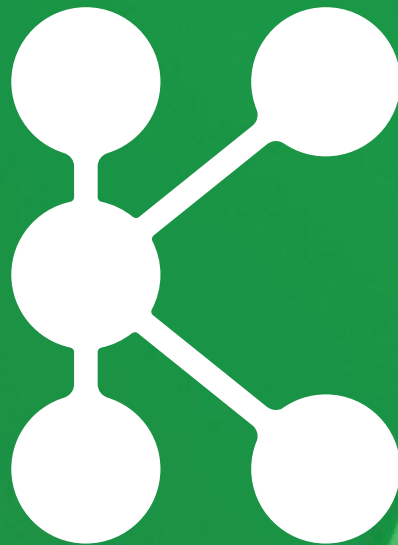
Tell your story with a bottle

The bottle that SMI is presenting in Munich does not carry beverage-specific information, but instead tells a corporate story. By scanning the QR code printed on the cap, users can access information from the SMI Group's website. However, the core idea behind this project is to offer visitors a practical example of a customisable container, showcasing their logo and the story of their business achievements.

A key feature of the design is the elimination of the traditional paper or plastic label, typically the most difficult element to recycle in a PET container. The new approach is intended to offer benefits for bottlers, as it allows them to save on the initial investment (the labeller is not required), reduces label and glue costs, lowers storage expenses and streamlines the production process. The PET recycling process is also more efficient and straightforward, since there is no longer a need to separate the label from the container, unlike traditional packaging solutions.

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