

Glass Packaging: An Impact on Beverage Marketing

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Abstract

Glass bottle packaging offer a sustainable packaging choice and are versatile across several different industries which is one of the most trusted and oldest packaging materials and one that continues to shape human civilisation, protect the environment and improve people's lives today. The benefits of glass packaging are distinct: it is sustainable, 100% recyclable, reusable, and refillable. Glass packaging is used to store various types of beverages as this packaging brings specific benefits of preservation, safety, and convenience-Retains flavor, temperature, and freshness; contains no additives; stay sterile and non-toxic; reusable and recyclable preserving freshness; attractive/luxury packaging. Glass means sustainable, innovative, healthy, reusable, and infinitely recyclable packaging offering endless possibilities for creative design, customization and branding, allowing brands to tell their story and connect with customers in a more authentic and impactful way.

Introduction

With a history dating back over 5,000 years, glass is one of the oldest and most trusted packaging materials, and one that continues to shape human civilisation, protect the environment and improve people's lives today. Aesthetic, hygienic, and durable thousands of food and beverage manufacturers around the world rely on glass packaging to store their products and also there are even more advantages to glass packaging than one might think when compared to plastic containers.

Glass packaging is made of various materials, including cullet, sand and other additives that enhance the stability of the mixture, while giving the bottles or jars their distinct look. These materials are melted down in furnaces, and made into new glass containers that are both reusable and infinitely recyclable. First, the materials go into a special furnace where these are melted at very high temperatures. The molten drops are then processed into special molds which give the glass containers their shape. The process of making glass

containers is equally complicated and impressive to behold. Specialists must carefully monitor the process in order to obtain glass bottles that are of a high quality, the right density, and also ensure that there are no flaws or compromises in the integrity of the final structure. Through this, they can ensure that the packaging is strong, damage-resistant and guarantees consumer safety while also providing a unique experience.

Glass packaging

The delivery of everyday commodities would not be possible without glass packaging, it serves to protect, transport, convey information to the consumer through its design, and prevent waste. Owing to its inherent properties, glass packaging is a strategic driver of the economy, serving necessary sectors like food, beverages, pharmaceuticals, perfumery as well as cosmetics.

The benefits of glass packaging are distinct: it is sustainable, 100% recyclable, reusable, and refillable. It has no synthetic chemicals, making it safe to store food and drinks in and also is a beautiful, iconic material, and consumers love it.

The two main types of glass container used in food packaging are -

1. Bottles, which have narrow necks
2. Jars and pots, which have wide openings.

General benefits of glass packaging

There are many benefits to using glass packaging including the following properties:

1. A Sustainable Material: Packaging material like Glass which is a durable material that is endlessly recyclable, reusable, and refillable, which minimizes waste and conserves natural resources. Glass is an eco-friendly solution for preserving food, drinks, chemicals, pet care products, pharmaceuticals, nutraceuticals, and more.

2. Recyclable: The politically and socially, sustainability is an important topic which has bring about organizations to intensively review how their

goods are produced. The policymakers which are laying out frameworks and making decisions to encourage environmental consciousness as businesses and consumers become more aware of the effects of their choices on the environment. To decrease waste and lessen environmental impacts, many consumers and companies are switching to more sustainable packaging solutions and glass can be seen as a dependable partner on this journey since it is a material that is 100% recyclable and reusable.

3. Nonporous and Impermeable

Glass is incredibly dependable as a material, particularly for food and beverage packaging, since it is impermeable and nonporous. Glass acts as a strong defence against external influences, preventing any unfavourable changes to the scent, taste, or composition of its contained contents. The inherent strength and rigidity of glass allow it to support and enclose generous volumes of material. These qualities mean that glass containers are some of the most durable and reliable packaging around.

4. Customizable

Glass material stimulates all five senses that is a recognizable, fashionable, and high-end packaging material. Glass packaging makes products stand out on crowded store shelves because of its fashionable and distinctive embossed designs, eye-catching colors, and forms that support brands in developing a distinctive and genuine identity that reflects the caliber of the products contained within. Almost every form, color, and texture are possible to achieve with glass. By altering the size, neck, body, or bottom of a glass container, it can be changed from a perfume bottle to a bordeaux wine bottle or even a jam jar.

5. Quality of material



Image courtesy of glass packaging

Consumers buy goods in a wide range of packaging, but glass is preferred because of its flavor preservation, product protection, and health effects.

Glass beverage packaging

Glass packaging is used to store various types of beverages, most often used by producers of alcohol, juices, and carbonated and non-carbonated mineral and spring waters. Beverage storage is subject to numerous quality requirements, such as glass thickness, transparency, and overall hygiene standards just to name a few. This is especially true when it comes to goods that are sensitive to light or foreign gases. PET plastic bottles may not be airtight enough in certain instances. This is why countless producers choose to use glass bottles instead, which give drinks an invaluable protective barrier while looking exceptionally stylish, making them the perfect tool in presenting the value of your brand while emphasizing its unique qualities.

Benefits for the Food & Beverage Industry

The packaging material as Glass bottles are ideal for the food and beverage industry. These are simplicity and innovation combined into one stylish package, and are a popular choice for preserving and showcasing a wide range of products. Being a nonporous material, glass inhibits chemical interactions with the product, making it an especially popular choice for food storage containers. These are also highly aesthetically pleasing when compared to traditional plastic or cardboard packaging, due to their smooth and transparent surface that helps showcase the vibrant colors and textures of the beverages inside. These unique features elevate the overall presentation and create a sense of sophistication and elegance. Consumable items that benefit from the qualities of glass include beer, wine, spirits, elixirs, jams, honey, salsa, sauces, condiments, and sauces. Glass packaging brings specific benefits of preservation, safety, and convenience in the following ways:

1. Retains flavor, temperature and freshness: Glass helps food and beverages retain their freshness, temperature, and flavor. Aromas and carbonization of liquids are preserved as well, making glass ideal for long-term storage of food and beverages.

2. Contains no additives: Unlike plastic and metal containers, glass does not contain additives like Bisphenol-A or more modern equivalents that can leech

into container contents and endanger consumers’ hormones and health.

2. Stays sterile and non-toxic

Newly manufactured glass is inherently sterile and non-toxic even at very low or high temperatures. From a consumption perspective, it is an ideal material for consumable product packaging.

3. Reusable and Recyclable

Glass containers are both reusable and recyclable, meaning that for product sustainability, it is an excellent choice to reuse or recycle the glass to keep it out of the landfill. In fact, large glass bottles usually have the highest post-use value of any commodity consumer item.

4. Preserving Freshness

Glass containers have a long history of being used to preserve foods’ freshness, resulting in positive health benefits. Glass is perfect for storing foods for both short or long term at room temperature or in a refrigerator.

5. Attractive/luxury packaging

For higher-end products, such as olive oils and perfume bottles, glass can provide a competitive edge on the shelf. Glass can be molded in different colors, shapes, and sizes to deliver a unique brand experience to consumers. Glass also provides a perceived increase in value due to its weight which consumers identify as a more luxury item.

Conclusion

Glass bottle packaging offer a sustainable packaging choice and are versatile across several different industries. Glass is made from a combination of natural and sustainably sourced materials, namely sand, soda ash, limestone, and recycled glass content. Glass offers a greater perceived value

compared to other materials due to its heavy weight and because it is the standard material choice for many luxury and sustainability-centered brands. It also continues to support human civilization, preserve the environment, and enhance the lives of consumers around the world. Glass is a genuine pillar of sustainability since it is an environmentally friendly, reusable, and endlessly recyclable material. This makes it appealing to policymakers, manufacturers, and individual customers alike. Glass packaging offers endless possibilities for creative design, customization and branding, allowing brands to tell their story and connect with customers in a more authentic and impactful way.

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