Beer in PET vs Glass Bottles

**EEs of Packaging**™ Research Series

*Beer in PET vs Glass Bottles* is our first published study within our **EEs of Packaging**™ research service. These studies focus on the *Economic* impact and the *Environmental* impact of specific products, packages, and processes.

Undoubtedly, you have read or heard diametrically opposed economic and environmental claims about packaging from sources with equally good reputations. These opposing views have been highlighted in recent years by arguments about environmental claims, but economic claims have been argued for decades. Each source claims to utilize objective, quantitative analysis utilizing procedures that meet accepted standards. This common occurrence leaves industry participants, prospects, and customers frustrated and uncertain as to which results should be believed. We solve this dilemma in this research series.

Our SavvyPack® Index is at the heart of this solution. Our SavvyPack® Index compliments our SavvyPack® Analytical Service. Essentially, we analyze the economic and environmental impact of packaging through our Analytical Service and present the results utilizing our SavvyPack® Index.

**With this new study you can:**
- Understand the points of view of competing industries
- Learn, quantitatively, how competing claims are constructed by their sponsors
- Break free from the stalemate caused by competing claims
- Discover a powerful and independent service and methodology designed specifically for package industry issues
Beer in PET vs Glass Bottles

**Table of Contents:**

1. General assumptions
2. Filling cost results
3. Results Summary

**Section I:**

1. Introduction
   - A. What is the purpose of this study?
   - B. Key definitions

2. Economic results
   - A. General assumptions
   - B. Product waste
   - C. Scope of the analysis
   - D. End-of-life

3. Filling cost results
   - A. General assumptions
   - B. Filling cost results

4. Manufacturing cost results
   - A. General assumptions
   - B. Manufacturing cost results

5. Water consumption
   - A. General assumptions
   - B. Manufacturing cost results

6. Material to landfill
   - A. General assumptions
   - B. Manufacturing cost results

7. Package efficiency
   - A. General assumptions
   - B. Manufacturing cost results

8. Pallet efficiency
   - A. General assumptions
   - B. Manufacturing cost results

9. Post user recycling rate
   - A. General assumptions
   - B. Manufacturing cost results

10. Raw material recycled content
    - A. General assumptions
    - B. Manufacturing cost results

11. Product protection
    - A. General assumptions
    - B. Manufacturing cost results

12. Package safety
    - A. General assumptions
    - B. Manufacturing cost results

**Section II:**

1. General assumptions
2. Filling cost results
3. Results Summary

**Section III:**

1. Environmental
   - A. Key assumptions
   - B. Product waste
   - C. Scope of the analysis
   - D. End-of-life

2. Glass bottle LCA
   - A. Energy consumption
   - B. Greenhouse gas releases
   - C. Water consumption
   - D. End-of-life

3. PET bottle LCA
   - A. Energy consumption
   - B. Greenhouse gas releases
   - C. Water consumption
   - D. End-of-life

4. Results Summary

**Section IV:**

1. SavvyPack Index
   - A. SavvyPack Index defined
   - B. Metric results

2. Manufacturing cost
   - A. Package manufacturing cost
   - B. Package filling cost
   - C. Greenhouse gas (GHG) releases
   - D. Energy consumption
   - E. Water consumption
   - F. Material to landfill
   - G. Package efficiency
   - H. Pallet efficiency
   - I. Post consumer recycling rate
   - J. Raw material recycled content
   - K. Product protection
   - L. Package safety

3. End-of-life
   - A. Product waste
   - B. Filling cost results
   - C. Manufacturing cost results
   - D. Water consumption
   - E. Material to landfill
   - F. Package efficiency
   - G. Pallet efficiency
   - H. Post consumer recycling rate
   - I. Raw material recycled content
   - J. Product protection
   - K. Package safety

**Section V:**

1. What-ifs
   - A. What-ifs
   - B. Oxygen furnaces

2. Model adjustments
   - A. Concept
   - B. Model adjustments
   - C. Results

**Tables:**

- Figures - 25
- Tables - 25

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