



Coca-Cola's "Simply Beverages™" line of Juices and Juice Drinks with Constantia SpearRC Pressure Sensitive Labels

Committed to creating all-natural, not-from-concentrate juices and juice drinks that offer premium taste, the Simply Beverages portfolio includes 20 different flavors and varieties available at retailers nationwide.



Constantia Flexibles' innovative Labels Division is one of the world's largest label manufacturers with a targeted supply focus on the beverage industry.



Product Description – All Simply Juices and Juice Drinks are available in a 59 fl. oz. carafe. Many flavors are also available in family size (89 fl. oz.) and single-serve (11.5 fl. oz.). By partnering with Spear, Coca-Cola staff worked collectively to refine and commercialize our entire U.S. Simply Beverages lines, resulting in converting all sizes of Simply Beverages PET containers utilizing both front and back pressure sensitive consumer labels. These packages utilize SpearRC, an affordable pressure sensitive film label for PET packaging that has all of the advantages of standard pressure sensitive labels with the added benefit of being fully compatible with the PET recycling process.

SpearRC was the first pressure sensitive label to receive Critical Guidance Recognition by the APR, and is now the first Recognized label to achieve commercial use in North America. With SpearRC labels, the adhesive stays with the label, the ink does not come off, the label (including ink and adhesive) floats in water, all with virtually unlimited graphic possibilities and at an affordable price.

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Thank you for participating in the 2016 Showcase! Your commitment to plastics recycling is greatly appreciated!

Steve Alexander, APR Executive Director

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