



DivoBrite
Defend



Reduce glass
corrosion by
up to

50%*

Challenge

A Returnable Glass Bottle (RGB) float can be one of the largest capital investments of beverage companies. Extracting the best returns from this investment along with maintaining a competitive market share is dependent on maximising the cycles of re-use of this glass bottle float. The process of repeated transportation, sorting, washing and filling damages the glass resulting in unsightly “scuff rings” which damages your Brand Image.

The primary damage caused on Returnable Glass Bottles is during the washing cycle where the bottles are exposed to high temperature, and harsh chemicals that begin to corrode the glass, weakening it and creating an etched surface which accelerates the scuffing as bottles rub against each other during the filing process and in transit.

Traditionally, the detergents formulated to reduce this etching process have been severely compromised in their cleaning ability. This is especially true for soils such as mould and insect larvae.

Solution

DivoBrite Defend has been developed to deliver cleaning power equivalent to the most corrosive detergents in the market, whilst protecting the glass from etching, effectively reducing glass corrosion by 50%.

Dispensed through conventional dosing equipment, the sustainable additive delivers high performance cleaning and superior glass protection compared to conventional heavy duty bottle washing additives at a lower consumption rate.

* Data from trials of DivoBrite Defend.

VALUE

With Diversey DivoBrite Defend you can:



OPERATIONAL
EFFICIENCY

- Reduced glass scuffing and fading of ACL or logos
- Extend the usable life of your Returnable Glass Bottle float by 50%
- Prevent the premature culling of bottles
- Improve line efficiency with better cleaning performance
- Reduce carbon footprint and cost by reducing re-wash rates
- Reduce total cost of operation



BRAND
ENHANCEMENT

- Maintain the aesthetics of the bottle float
- Maintain product quality



FOOD
SAFETY

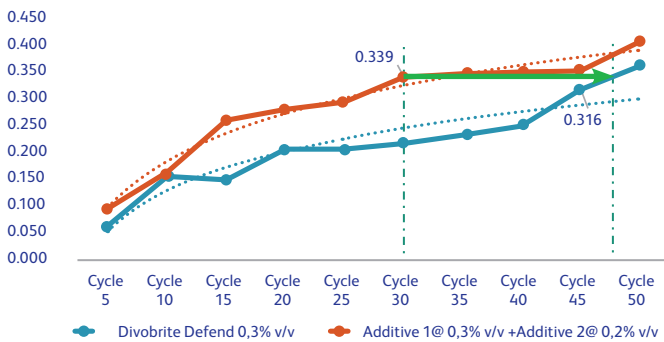
- Reduced micro contamination risks due to effective scale removal and build-up prevention
- Improve cleaning performance -effective detergency, completely removes mold and Larvae, free rinsing
- Reduce risk of Empty Bottle Inspector failure from scuff rings



BottleCare Validation

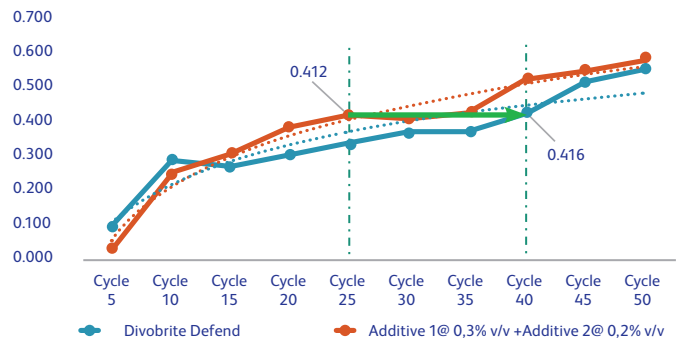
Comparison studies of Divobrite Defend verses existing additive solutions (both single and multi-product solutions) clearly show the potential increase in cycle lift span that your bottle fleet could achieve.

Antiscuff simulation test : Shoulder / top scuff



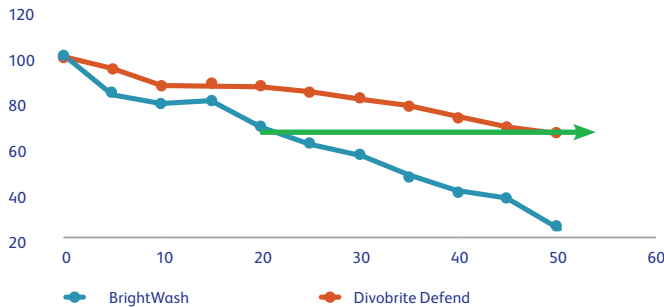
The level of Scuffing achieved by (Additive 1+ Additive 2) to cycle 30 is comparable to that achieved by Divobrite Defend between cycle 45-50, reaching a life extension of 50%
It is important to note that from cycle 30 the scuffing of the bottles treated with (Additive 1+ Additive 2) reaches a saturation in which the measurement of scuffing no longer increases in length but rather in depth

Antiscuff simulation test : Base / bottom scuff



The level of Scuffing achieved by (Additive 1+ Additive 2) to cycle 25 is comparable to that achieved by Divobrite Defend to cycle 40, reaching a life extension of 60% .

ACL Degradation



The ACL fade achieved by Additiave A by cycle 20 is equivalent to the level achieved by Divobrite Defend at cycle 50. Slowing the rate of scuffing and ACL fading by >50%.

Divobrite Defend

- Delivers complete cleaning of dirty returnable glass bottles containing mold and larvae
- Increase glass shelf life from 20 cycles to at least 30 cycles
- Protects ACL/ Logo fading even up to 30 cycles (if any)
- Improve brand image and quality

CASE STUDY



OPERATIONAL EFFICIENCY

Location:
Global brand beverage bottler in LATAM

Challenge:
The degradation of the label print was limiting bottle life to ~30 cycles before the quality of the bottle negatively impacted brand image.

Solution:
A bottle washing additive that has been specifically developed to deliver cleaning power equivalent to the most corrosive detergents in the market.



SHELF LIFE

>50%
bottle life extension



COST

\$129,390
bottle investment saving



SUSTAINABILITY

690 ton
reduction in CO₂



CHEMICAL

42%
less chemical additive