



F&B DivoMask



Your returnable bottle fleet could be taking

50%* more trips without impacting your brand image

Challenge

Your brands are your biggest asset and you understandably want to protect their image and ensure your consumers experience a quality product at the point of sale / consumption. With 54% of consumers associating the visual appearance of packaging with quality[‡], you can't afford for your bottle to let your brand image down.

At the same time however, your returnable bottle fleet represents a significant cost to your business. Bottle to bottle abrasion in the bottling line followed by caustic etching in the bottle washer leaves glass bottles scuffed and unattractive. The more trips the bottles are circulated on, the more the appearance deteriorates, leading to a cost-appearance trade off, damaging either your bottom line or your brand image.

Solution

Diversey DivoMask introduces a complete bottle maskant system to extend the life of your bottle fleet and enhance your brand image with our unique high shine, quick drying and non-sticky maskant.

The industry average number of trips for a returnable bottle is 20, with the majority of producers discarding glass when scuffing reaches between 4-9mm. With DivoMask's unique formula and integrated application and removal system the number of trips can be increased to up and in some case exceed 50 - increasing the return on investment of your fleet by up to 50%* and improving your brand image.

[‡] The Nielson Premuimization Survey, 2016

* Data from trials of DivoMask.

VALUE

With Diversey DivoMask you can:



OPERATIONAL EFFICIENCY

- Extend the life of your bottle fleet by up to 50%*
- Realise significant savings in the cost of your bottle fleet
- Achieve optimum cost in use for your bottle fleet with an integrated coating system that enhances your bottle image



BRAND ENHANCEMENT

- Improve the aesthetics of your bottle – enhancing your brand image throughout the life-cycle of your bottle fleet
- Protect the feel, condensation patterns and label presentation of your product
- Achieve an exceptional shine on your bottle even after multiple trips



FOOD SAFETY

- Be assured that the coating is food safe and does not impact the taste of your product



Process

The custom designed DivoMask application system has been designed to interlock with your existing conveyor and line controls, adapting to line speed and the presence of bottles to ensure economical dosing.

Non Invasive Installation

The applicator system is designed to be retro-fit to your line without significant line alterations, avoiding additional cost and downtime. The stand-alone system is placed over a single lane section of conveyor and is fully adjustable to ensure that the spray nozzle and air blade system deliver the optimum application for your line and bottle design.

Consistent Dilution

The applicator unit provides DivoMask NC consistently at a pre-set dilution which is auto-adjusted to match the bottle flow rate. The inbuilt static mixer supports dispersion of DivoMask NC at low flow rates.

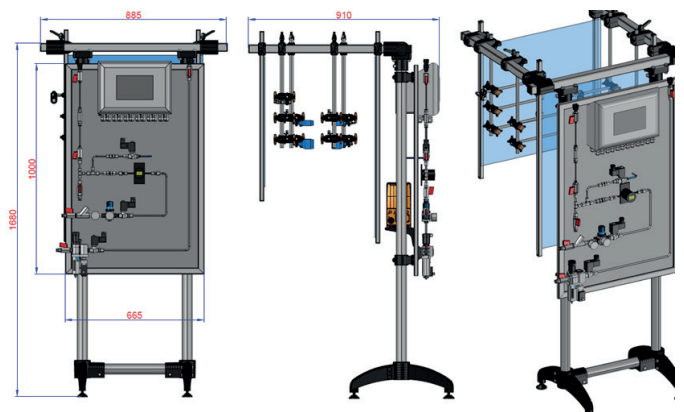
Advanced Spray Precision

The nozzle valve system uses components from industry leading manufacturers, with pulse width modulation providing the flexibility to spray very small volumes of liquid with precision

Innovative System Control

The complete DivoMask system control is managed by an integrated Diversey X-controller. The X-controller fully automates the dosing and application of DivoMask and monitors the following KPIs:

- System status
- Detected bottle rate
- Actual PWM ratio
- Actual water flow
- Actual dosed chemical ratio
- Chemical level status
- Actual used barrel
- Used bottle type



In addition the Diversey X-Controller enables remote monitoring of the DivoMask Application System, ensuring continual dosing and reducing risk to your brand from non-application.

Placement and system requirements

Application of DivoMask is recommended post-labeller. The DivoMask application system requires electricity, compressed air, water supply and an 80cm length of conveyor track

Overcoming market challenge

DivoMask has been developed to meet the beverage industry's tough requirements for masking technology. Our research with a selection of international and regional brewing and beverage producers highlighted 4 key challenges to overcome:

- 1. Freeze-Thaw** - The condensation test to ensure that the maskant is not affected by the transition from chilled to ambient temperatures
- 2. 48hr Ice Challenge** - To test that the costing is not removed when the bottle is submerged in iced water for 48 hours,

3. Quick Drying - To ensure that the drying time of the maskant is realistic

4. Visual Coating - To measure the coverage of the maskant and its ability to cover scuffs

Diversey DivoMask exceeds the required parameters in all four areas allowing you to achieve the operational efficiency and sustainability benefits from an extended lifespan of your glass and enhancing your brand image.