



Actimel is going naked

We would like to share an exciting case study called "ACTIMEL IS GOING NAKED". The study was prepared by our colleague Ivan Holub, who has carefully documented the process of transforming our packaging solutions towards greater sustainability.

Within Danone, a global leader in high-quality dairy and plant-based products, baby food and clinical nutrition, we have long been looking for ways to bring our products closer to the concept of healthy eating and specific nutritional needs without putting a burden on the environment. We were faced with a daunting task - how to rethink our packaging practices, which until then included materials such as PS/PP cups, HDPE bottles, Tetra Paks, and even glass and metals in our specialty nutrition products.

Aware of the importance of sustainability and recycling, we approached packaging from a dual perspective: the design should facilitate recycling, while at the same time the packaging should be truly recyclable in local conditions. The goals we set were based on our commitment to the 'Danone Impact Journey', a strategy that motivates us to reduce our carbon footprint, minimise the use of new plastics and actively participate in the development of recycling infrastructures.

Our new journey towards sustainability is reflected in the packaging design for our Actimel bottles. We have removed the PE sleeve and innovatively used an embossing technique directly on the body of the HDPE bottles, thereby significantly reducing the use of plastic. This was supported by the choice of materials such as aluminium and paper, which have better sustainable properties. Implementing this solution required extensive adjustments to our manufacturing processes, but through careful planning and determination, we successfully got the new packaging onto store shelves.

When we evaluated the results, we couldn't be happier. Not only did we achieve plastic savings of 45 tonnes in Central and Eastern Europe, but we also moved our dairy division towards greater sustainability. As one of our flagship products, Actimel now sets an example of innovation and commitment to reducing our environmental impact. This project has not only enabled us to meet the established success criteria, but has also reinforced our 'Designed for Recycling' (D4R) strategy and our commitment to sustainable business.



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