



DS SMITH LIFT UP: EFFECTIVE FIBRE-BASED CONSUMER MULTIPACK SOLUTIONS FOR ANY LIQUID CONTAINER



DS Smith | Europe



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DS Smith Lift Up is a fully recyclable, paper-based alternative to plastic shrink wrap for multi-packs of liquid containers, primarily PET bottles. The solution consists of a corrugated top clip and, depending on the collation, also a paper banderole. The corrugated top clip serves as a handle, allowing weights of up to 12 kg to be carried comfortably. Originally designed for 4 and 6 PET bottles (1 to 2 litres), the range has now been expanded to accommodate other configurations and bottle sizes. The banderole, when applied, further stabilizes the multipack, offers printing opportunities, and can cover barcodes.

This minimalist solution stands out in the store, both on and off shelf. It offers excellent product visibility and allows for 360-degree branding. It is comfortable to carry—even with large bottles—and easy to open, yet robust enough to withstand the retail supply chain. All materials used are fully recyclable, made from renewable sources, and biodegradable. As a result, the solution avoids plastic and saves energy while reducing CO₂e emissions (LCA available). Developed in collaboration with mechanisation partner Krones, it is tested and validated to run on high speed packaging lines.

