



Absolut Recycled



2024-2025 Agency #Packaging

Objective

- Increase the percentage of recycled glass into the Absolut Vodka bottles.
- Testing alternative packaging, closures, shapes to reduce environment footprint.
- 20% reduction of CO2-emissions from Absolut glass bottles, by being the first to turn to hydrogen-fired glass furnace.

Description

- Close to 97% of bottles in the Swedish market is recycled by Svensk Glasåtervinning. Of all the clear glass recycled by Svensk Glasåtervinning, 100% is sent to Ardagh (indefinitely recyclable metal and glass packaging producer); one third of this is used for Absolut Vodka bottles. Ardagh helped Absolut increase from 36% to 53% the percentage of recycled glass since 2016, exceeding the 2025 target four years early. Absolut is now working with Ardagh to reach 60% by 2025. By increasing recycled content, The Absolut company does not only support a sustainable circular economy in Sweden, but also reduces carbon emissions.
- Cooperation and innovation are required to make real progress, increase recycling and develop sustainable materials. Absolut works closely with Ardagh to reduce the energy and resources used to make Absolut Vodka bottles. The production of glass bottles at the end of 2018 used biogas instead of natural gas. This was a measure to directly reduce the climate impact of glass production, but also a way to evaluate whether this could be part of a future climate strategy for Absolut.
- In addition, Absolut Vodka will become the first global spirits brand to move to a partly **hydrogen energy-fired glass furnace**

for large-scale production. The hydrogen will be produced onsite at Ardagh's facility in Limmared by using renewable electricity, which will reduce the brand's carbon footprint by 20%. The hydrogen initiative is an important milestone for Absolut Vodka in becoming completely CO2neutral by 2030.

- Absolut has also reduced the amount of cardboard used in their packaging, for example by testing an octagonal box, which has a stronger structure that provides the same functionality even when made with thinner cardboard.
- As from 2023, Absolut will be using a natural, bio- and fibre-based **closure cap**, a partnership with Blue Oceans Closures.
- Absolut is also part of a pioneering community of major brands, including Coca-Cola, Carlsberg, L'Oréal Europe, and Procter and Gamble led by Paboco® (Paper Bottle Company), which 2019 came even closer to realising a collective vision for a sustainably sourced, 100% bio-based wood fibre bottle that is fully recyclable. Watch the space!

Partners

The Absolut Company
Ardagh Group

Results

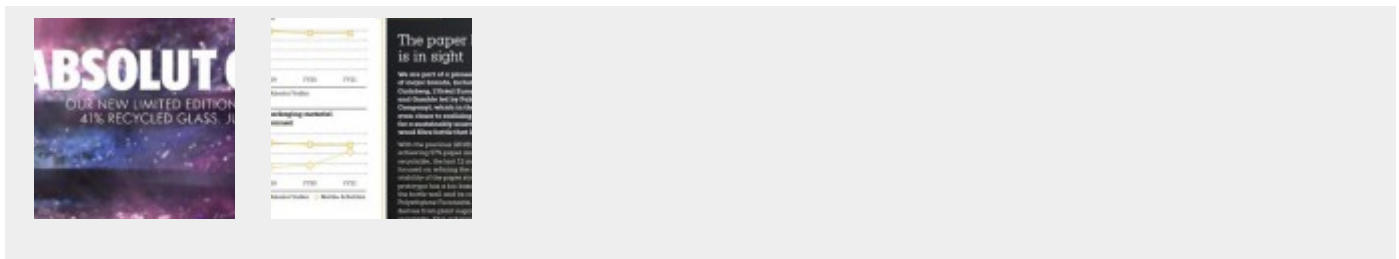
Today, each bottle of Absolut vodka is made of 56% recycled glass. The objective is to continuously increase the amount of recycled glass in the bottles to reach 60% by 2025

Website

<https://www.absolut.com/se/products/absolut-recycled/>

Downloads

Photo gallery



Documents

Absolut Report 2020-2021.pdf (pdf - 12.89 Mo)