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Amcor shapes Cha Dao Tea natural tea line

Cha Dao Tea Company has chosen Amcor's 16.9-ounce, PowerFlex PET bottles to launch its Singapore-inspired, preservative-free, natural tea line.

Founder Ghim-Sim Chua says he became increasingly unhappy with commercially-available drinks because of their high fruit-juice or sugar content. Instead, he decided to design a product based on the teas of his childhood.

In line with this pared-down approach, Chua chose the panel-less bottle with long-neck design and a 38-millimeter finish. "This new technology looked and felt good, plus could handle the hot-fill temperatures we required," Chua explains.

Amcor's PowerFlex bottle features a vacuum-absorbing base, which reportedly eliminates the distortion caused when a hot-filled beverage cools to room temperature.

"The other thing that is noteworthy about Amcor," explains Chua, "is that the company was willing to take a chance on a new manufacturer when no one else would. Other bottle manufacturers refused to do business with us because our initial quantity requirements were small."

www.chadaotea.com

www.amcor.com



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