

ESTAL

WILDLY CRAFTED SPIRITS - WCR BRUTE

CRITERIA APPLICABLE TO THE INNOVATION

- Recyclable packaging
- Reusable packaging
- Reduced raw material use
- Reduced glass weight
- Conscious design
- Reduces waste
- Energy efficient
- Reduces CO2Carbon neutral

DESIGN

The Brute bottle for distilleries is part of the Wildly Crafted range, featuring an artisanal aesthetic with pronounced organic textures that achieve a dual objective: In terms of environmental impact, they reduce waste by up to 15%, improving production efficiency. From a design perspective, they create a striking aesthetic presence contrasted with the lightness of the glass. Less weight, more design.

REDUCTION MATERIALS

The Brute bottle is made from Wild Glass, 100% recycled PCR glass, which significantly reduces the need for raw material extraction and lowers CO2 emissions associated with logistics processes. Additionally, the melting temperature of 100% recycled glass is lower than that required for conventional glass (Flint), leading to further resource reduction. Combined with reduced waste due to its organic textures and lower weight, this results in a more efficient bottle compared to others in the same category.

PROCESS OF PRODUCTION

For the production of this bottle, post-consumer glass collected near the factory is used. We reduce emissions throughout the entire process, from raw materials to customer delivery. The reduced weight continues to save energy during transport to its delivery point and throughout its lifespan. Its organic textures make production process defects less visible and therefore acceptable, embracing imperfections and reducing waste.

SUPPLY CHAIN

We have achieved this by innovating to create lighter collections, reducing CO2 emissions during transport. We also create collections that allow brands to combine necks like the Choker with different bottle bodies, expanding the range without needing to use heavier bottles. Brands can expand their range without sacrificing lighter bottles made from 100% recycled PCR glass.

MARKET ADAPTABILITY

By choosing the Brute bottle for distillery brands, companies commit to designs that embrace sustainability from their inception. Less glass, only what is technically necessary, results in bottles that are lighter compared to other market equivalents. Bottles made from glass that has lived many lives, sourced from post-consumer use, and with organic textures that are a statement of intent from brands to consumers, embracing imperfection to reduce waste and use fewer energy resources.

END OF LIFE

Glass is a naturally sustainable material, capable of being infinitely recycled, melted down, and reshaped for new uses from a material that has already served its purpose. Brute bottles are easy to recycle and reuse if the brand chooses a refill system for this bottle. These bottles aspire to be an ideal solution for brands committed to their values, seeing in every mark of the Wildly Crafted texture a way to communicate with customers and tell a story of environmental stewardship.

