



## CASE STUDY: Liviri Vino<sup>6</sup> Reusable Wine Shipper Improves Temperature Control and Reduces Environmental Impact for Bulgheroni Wines

### Background & Challenge

Traditionally, direct to consumer wine shipments are packed in single-use corrugated cardboard shippers with molded paper pulp trays or expanded polystyrene (EPS) insulation and single-use gel cooling packs. Despite the insulation and ice packs, these single use containers cannot always protect wine if travelling a long distance or through very hot or very cold areas, so environmentally burdensome expedited air freight is often used to guarantee the wine stays in its target temperature zone.

### Solution & Results

To improve flexibility (and removing wine holds) in their wine shipping times and reduce the environmental impact of their direct-to-consumer business, Bulgheroni Wines replaced its corrugated cardboard shippers with Liviri Vino<sup>6</sup>, which features aerospace-grade insulation, 95% recyclable materials and a single reusable ice pack. The result is triple the thermal performance and better drop protection, so wine can be shipped via ground transportation and avoid costly and environmentally damaging air express methods.

Compared to single-use corrugated cardboard shippers, the Liviri Vino results in 87% lower CO<sub>2</sub> emissions, 235% lower ozone depletion, and 97% lower energy demand. Additionally, the polypropylene material used for Liviri Vino<sup>6</sup> is highly recyclable at end-of-life. In addition to the environmental benefits, studies conducted by Otter Products have shown that Liviri Vino can maintain wine within an acceptable temperature window of 35 - 70° F for up to 5 days during extreme hot or cold conditions, giving wine producers added flexibility in shipping to customers.

**Market(s):** E-commerce, Wine

**Solution:** Conversion from corrugated cardboard wine shippers to the Liviri Vino<sup>6</sup>

### Key Outcomes:

- Greater flexibility in direct-to-consumer shipping methods
- Better temperature control
- Ability to ship year round (removing shipping holds)
- Lower CO<sub>2</sub> emissions
- Lower ozone depletion
- Lower energy demand
- Trusted drop protection
- Exceeds ISTA-6-FedEx-A requirements

