



Hitting Coca-Cola where it hurts; plastic packaging's best chance ever?

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As reported [here](#) in our sister publication Packaging Digest, shareholders of the beverage giant will "vote Wednesday, April 21 on a proposal asking the company to disclose how it is responding to public concerns about the safety of Bisphenol-A (BPA), a chemical used in the epoxy lining of Coca-Cola's canned beverages."

BPA is used in the production of polycarbonate, and that thermoplastic has been replaced in numerous packaging applications as a result of concerns that BPA can cause a variety of health problems. But packaging only accounts for about 3% of the entire polycarbonate market, and so far concerns about the chemical's presence in packaging have not spilled over to products not in contact with foods or beverages. CDs, DVDs and other such media still account for most polycarbonate consumption.

For The Coca-Cola Company and others making use of metal cans, the stakes are much, much higher, as BPA is included in the epoxy liners which are the standard lining material for almost every metal food or beverage can in the world.

If I were the key account manager at a large plastics packaging processor, I would be busting down the doors at food and beverage suppliers that rely on cans at a pace even more rapid than usual. Work is ongoing on alternatives to BPA for use in can liners, so plastics processors have a limited window of time to make their case that plastics such as PP or PET offer lighter weight, no sharp edges, no BPA concerns, better labeling options, more closure options, are fully recyclable....the list goes on and on.