

Life is unpredictable. It's more important than ever to make precious memories regardless of what life throws at you. With the new Coca-Cola® Flow Fridge Pack, life keeps flowing. Now, daily bits of joy with friends and family are only a reach away, and they won't stop comin'.

To align with our mission to "Keep Life Flowing", we made the Flow Fridge Pack easily recyclable to help reduce our environmental footprint. The new Flow Fridge Pack is made of 100% recyclable laminated Kraft paperboard. Flip it around and the Flow Fridge Pack becomes an empty can receptacle to recycle everything at once. The box can be printed and die-cut on a single piece of cardboard to maintain efficiency during manufacturing. To avoid harsh solvents and VOCs released by traditional petroleum-based inks, a vegetable-based, eco-friendly ink will be used.

The Coca-Cola® Flow Fridge Pack is constructed with the consumer in mind. No more reaching to the back of the box. The unique trapezoidal packaging employs a 45-degree angle to roll all of the cans to the front, so there's always one available, cold and ready-to-drink. The angled back of the packaging frees up fridge real-estate for more efficient food storage. Buy two at a time? A second Flow Fridge Pack in the fridge will fit snugly behind the first. The punch-in carrying handle is located at the front of the box to distribute weight for an easy trip from the car to the fridge, or wherever you're enjoying your Coke.

The Flow Fridge Pack is beautifully displayed on shelves at stores and stands out from the competition. Laid on their side, adjacent boxes connect to showcase Coke's signature "wave", creating an integrated and thoughtful in-store experience. The UPC is located on the bottom of the package for quick scanning by the cashier as you leave the store. We retained the modular ability of the old design to keep shipping and stocking seamless and safe. Whether on the shelf, in your cart, in your car, or in the fridge, the Flow Fridge Pack pack is safe to stack with no space wasted.