



ORIGINAL TASTE
Coca-Cola



CASE STUDY | 2025

**COCA-COLA CONSOLIDATED &
MUST STRETCH MANAGEMENT SYSTEM
FROM ATLANTIC PACKAGING**





INTRODUCTION

Coca-Cola Consolidated, the largest Coca-Cola bottler in the United States, has partnered with Atlantic Packaging for many years to improve load containment, reduce stretch film consumption, and drive operational efficiency. In fact, Coca-Cola played a key role in the early development of the MUST Stretch Management System nearly two decades ago. Today, that long-standing collaboration continues to deliver measurable cost savings, sustainability improvements, and packaging performance across its operations.

THE CHALLENGE

Coca-Cola Consolidated faced several challenges in their packaging process:

- High costs associated with stretch film usage
- Inconsistent load containment leading to product damage
- Environmental impact due to excessive plastic waste



THE SOLUTION

The MUST Stretch Management System is an IoT-based solution designed to optimize and standardize the stretch wrapping process. It ensures that pallets receive the optimal amount of stretch film, maximizing load containment while minimizing material usage.

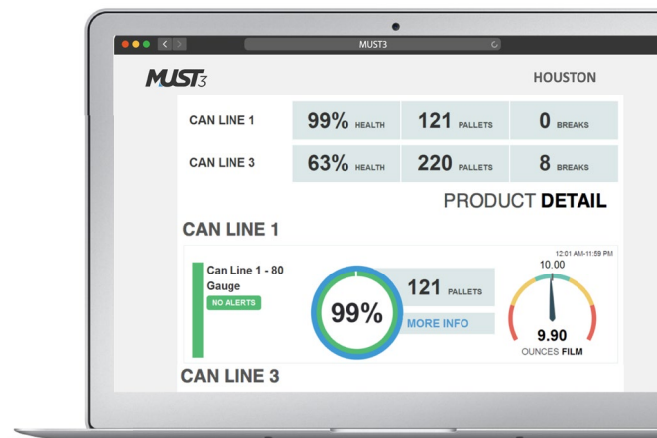
KEY FEATURES OF MUST

Stretch Wrap Optimization | Ensures consistent application of stretch film for optimal load containment

24/7 Monitoring and Reporting | Provides actionable data and alerts to address any issues promptly

Improved Sustainability | Reduces plastic waste and environmental impact

Cost Savings | Prevents overuse and underuse of stretch film, reducing costs and product damage





IMPLEMENTATION

In 2025, Coca-Cola Consolidated had the MUST system implemented across 74 stretch wrapping lines, managing over 7 million loads. The system's real-time monitoring and data analytics enabled them to make necessary adjustments in real time to achieve consistent and efficient packaging. The baseline data for optimization was developed from the results of testing performed at Atlantic's Packaging Solution Center in Charlotte, NC.

TESTING AT THE PACKAGING SOLUTION CENTER

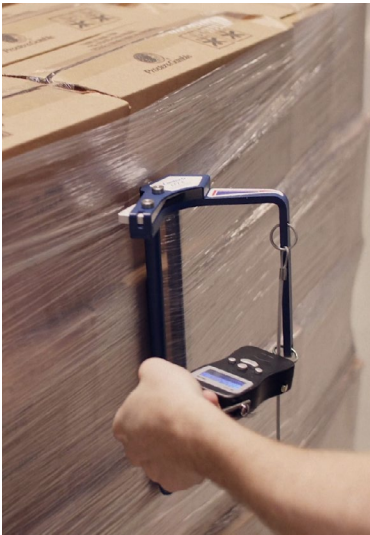
To achieve baseline optimal conditions, extensive testing was performed at the Packaging Solution Center. This included:

Stretch Film Formulation | Analyzing and selecting the best film formulations to ensure durability and performance

Wrap Patterns & Rotations | Determining the optimal wrap patterns and rotations to maximize load containment and minimize film usage

Load Containment Testing | Simulating various conditions to ensure that the packaging meets the highest standards of load containment and stability

The Packaging Solution Center's state-of-the-art facilities and expert team of engineers provided the insights and data that enabled Coca-Cola Consolidated to implement the most effective packaging solutions. These solutions, coupled with the implementation of the MUST System for real-time monitoring, allowed them to maintain these optimal conditions in the real-world operating environment.





HUMAN SUPPORT & COLLABORATION

A key element in the success of the implementation process has been the dedicated work and relationships built by our teams. Atlantic's dedicated **Stretch Application Specialist** team consists of experts located throughout the U.S providing the education and ongoing support necessary to maintain the standards required to maintain stretch wrapper performance in the plants.

Stretch Application Specialists | This team works closely with Coca-Cola Consolidated's staff to ensure that the systems are implemented smoothly and effectively. They provide training sessions, hands-on support, and continuous monitoring to promptly address any issues.

Maintenance & Support | The Stretch Application Specialists are also instrumental in maintaining the system's performance. Their expertise and dedication ensures that the stretch wrapping process remains consistent and efficient, leading to significant cost savings and sustainability improvements.

This collaborative approach helps build strong relationships and trust between the teams, fostering a culture of continuous improvement and innovation.



THE RESULTS

The implementation of the MUST Stretch Management System led to impressive results for Coca-Cola Consolidated in 2025:



22% Cost Savings



31% Reduction in Stretch Film Usage



Reduced to <2% Film Breaks



74 Active Lines



7 Million Loads Wrapped



CUSTOMER TESTIMONIAL

According to Melanie Sabella, VP of Technical Services at Coca-Cola Consolidated: “The MUST system helps us consistently wrap the pallets the same way and ensures that we’re wrapping the right way. Previously, we had standard wrap patterns without much reason. MUST helped us identify that different types of products react differently to being wrapped, and through its implementation, we uncovered opportunities we couldn’t see before. We started connecting the dots between production centers and warehouses, using information from the MUST system.”

“The data we receive from MUST shows us how much wrap we are using on each line and what we need for each different type of package. We know for sure that we are using less wrap than we did in the past. This is a big sustainability piece for us, and we believe it will be even better in the future.”

– Melanie Sabella

VP of Technical Services at Coca-Cola Consolidated



CONCLUSION

By adopting the MUST System, Coca-Cola Consolidated significantly improved their packaging efficiency, reduced costs, and minimized their environmental footprint. The success of this implementation demonstrates the value of the MUST system in achieving sustainable and cost-effective packaging solutions.

Learn more: <https://vimeo.com/1012546181/b0b7d1c463>