



In Foreign Countries, How Popular Is the BIB(Bag-In-Box), Do You Know?

With the rapid development of the economy, people are particularly concerned about their own health. The most typical representative is that the consumption of spirits is gradually decreasing in most areas, and red wine that is beneficial to health is more and more on the table. Entering the daily life of the general public, especially the preventive effect of red wine on cardiovascular disease and the noble impression it gives to the Chinese people, makes the consumer groups of red wine span different age groups and different economic classes, making the development market of red wine wider and wider.

Of course, we all know that drinking red wine in moderation is good for health, but drinking too much can damage oneself, so a key factor that has attracted more and more attention is that traditional bottled red wine cannot be effectively stored for a long time after opening. It must be drunk within a very short period of time, otherwise, the original flavor will be lost after oxidation. Except for a small number of alcoholics, most consumers cannot finish a bottle of red wine after opening it. How to effectively solve the problem of keeping the freshness of red wine after opening has been plaguing red wine manufacturers.



In the 1960s, a wine manufacturer in southern Australia registered a patent for a new type of packaging, proposing a completely new concept to solve this problem, but due to the limitations of materials and craftsmanship, this red wine packaging has not been effectively promoted. With the rapid development of science and technology, the continuous progress of material research, the increasingly high environmental protection requirements, the increasing pressure on packaging costs, and the continuous improvement of red wine drinking habits, this kind of packaging began in the 1990s. It was rapidly promoted in Europe, North America, and Australia, and formed an independent packaging industry chain. This new type of red wine packaging is boxed red wine, also known as a bag-in-box packaging system.

What do the beverages that are popular among foreigners now look like?

Now, their drinks, juices, milk, and high-end drinking water are all packaged in BIB boxes. Put on the tall BIB box coat, the drink looks really UP~UP, come and appreciate it.

However, in this era of strength, beauty alone is not enough. However, the functional advantages of the BIB box form should not be underestimated.

BIB (Bag-In-Box) packaging, referred to as BIB box packaging, is the most successful packaging form in the global innovative packaging in recent years. Because of its safety, hygiene, convenience, and environmental protection features, it has rapidly developed into a consumer in the European and American markets. The beverage packaging that consumers are most willing to choose.

Taking the BIB case of red wine as an example, the cutaway view of the packaging shows how it works. After opening the valve, the liquid in the bag flows out through its own pressure, and as the liquid flows out, the inner bag in the carton gradually “shrinks”.

Food is food for safety first. With the continuous development of the packaging industry, people pay more and more attention to the safety and convenience of packaging. So what factors will affect the safety of food packaging? The packaging material is naturally a very important reason, followed by the packaging method. Therefore, with the continuous improvement of health awareness today, safe and effective health methods have attracted much attention, which directly promotes the development of the bag-in-box packaging method. A bag-in-box, as the name suggests, consists of a pliable bag of different materials with a liquid outlet and a corrugated box on the outside. The inner bag of the bag-in-box is made of composite film, and different materials are used to meet the needs of **different liquid packaging**. It can provide 2-10 liters of aluminum foil bags, transparent bags, single or continuous roll standard products, with standard canning mouth, can be Coding logo, and can also be customized.



Why use bag-in-box packaging?

The bag-in-box drinking water is a supplementary product of bottled water and bottled water. It is composed of flexible packaging materials such as the bag body and a switchable valve. Compared with the drinking water in rigid packagings such as barrels and bottles, the bag-in-box drinking water is also Known as flexible packaged drinking water. Water in a bag in a box was first used in drinking water in the days of NASA as an astronaut. Since then, due to the safety, cleanliness, sensitivity, and convenience of drinking water in a bag in a box, [flexible packaging](#) drinking water has been extremely popular in western developed countries. Fast spread, 60% of French households use bag-in-box drinking water. In comparison, bag-in-box has the following advantages:

1. First of all, the bag-in-box can use different material formulas according to the respective performance requirements of liquids in different fields to ensure reasonable, economical, safe, and reliable packaging;
2. The structure of the bag-in-box has good air tightness and can provide a satisfactory shelf-life; after opening, it can still keep fresh, quality, and oxygen impermeable for a long time (generally, the shelf life can be up to two months after opening);
3. The bag in the box is not easy to break (safety), can be folded after use, and can be recycled;
4. The bag-in-box is easy to use and switch freely;
5. The overall weight of the bag-in-box is relatively light, the transportation cost is relatively low, and the transportation and carrying are more convenient;
6. The outer packaging of the **bag-in-box** can be made of different materials (cardboard, wood, bamboo, plastic, etc.), and the shape can be made into various shapes (high, short, square, round, etc.), so that It can form various styles and grades, and can adapt to the needs of different people and occasions;
7. The bag-in-box is suitable for packaging of various specifications (1-10 liters).
8. Bag-in-box is widely used in liquid packaging in various fields such as wine, oil, fruit juice drinks, drinking water, food additives, medical drugs, liquid pesticides, fertilizers, coatings, and so on.
9. The valve/faucet switch is used, which can be easily opened without any tools.
10. The special liquid outlet design prevents the outside air from entering the inside of the package when the liquid flows out.



11. This way, from the first drop you open to the last drop, is equally fresh. No wonder foreign food safety is better than domestic food safety, they drink water in a different way than ours!

12. Safe inner bag, sturdy outer box, and personalized handle design make the product not easy to break and more convenient to carry.

13. It is a pity to throw away the leftover beverages, and how to store them is a headache. BIB boxed beverages make you no longer have to worry about this problem.

14. It has significant comparative advantages in terms of capital and energy consumption and environmental protection. The bag-in-box flexible packaging uses less natural materials, the ratio of packaging materials to the contents is small, and the ratio of the volume of the packaging to the volume of the contents is also small. Therefore, in terms of the type and quantity of capital expenditure, the bag-in-box flexible packaging has unparalleled advantages

over other packaging methods. The use of BIB to pack beverages is also a contribution to environmental protection!

15. A 10L BIB box of water is equivalent to 20 plastic bottles of water. No more struggling to clean up a pile of empty bottles.

In a word, bag-in-box drinking water is a new thing. After several years of exploration, it has entered the development stage from the initial imperfection. Now it has many aspects in terms of production equipment, production technology, drinking fountains, and marketing methods. A major breakthrough and improvement have been made, which provides a reliable guarantee for enterprises that will participate in this project in the future. In order to avoid the increasingly fierce competition in the bottled water market, it is a very good choice for bottled water production enterprises to get out of the predicament by choosing the bagged water industry with broad market space and little competitive pressure or even a blank market.

Bag-in-box packaging has been widely used in various fields of food, beverage, and industry, becoming one of the fastest-growing packaging formats in the market. If you want to know more about the solution of bag-in-box drinking water packaging system, please [contact us](#), we provide complete bag-in-box system solutions, including packaging equipment, bags, outer packaging, marketing ideas, etc.

BIB boxed drinks are a very happy drinking experience you can imagine. Pour and drink without a burden in the wild, and enjoy solitude. Or about 3 or 5 friends, feel the fun of company. Are you intrigued by the madly cool BIB boxed drinks?