

PACKAGING THAT CHANGES WITH THE SEASON : THERMOCHROMIC INNOVATION IN CADBURY LIMITED EDITION CHOCOLATE WRAPPER



What if a chocolate wrapper could spark joy before the first bite? This very question led to the creation of a new Cadbury Dairy Milk Summer Editions range. Featuring cold-activated packs, the wrappers are designed to remind consumers that chocolate can be a fun, refreshing snack – even in warmer weather.

This idea was the driving force behind the collaboration between Mondelēz International's Cadbury brand and Amcor: to craft a packaging experience as vibrant and uplifting as summer itself. The result? A Cadbury wrapper that uses thermochromic ink to deliver playful, interactive visual elements, all built using the trusted, recycle-ready AmPrima® solution.

A WRAPPER THAT PLAYS COOL

Designed to elevate the seasonal chocolate experience, the new **limited-edition Cadbury Dairy Milk tablets** and **Cadbury Dairy Milk Iced Latte** flavor are wrapped in packaging adorned with deck chairs, umbrellas, kites, and inflatables – a nod to the quintessential British summer.

But here's where it gets playful: when chilled between **5°C and 12°C**, the white icons transform. As the **thermochromic ink activates**, it turns white coloring into deep blue to reveal the hidden summer-themed images. The message is clear: **"Chill to Reveal"**.

Building on the long-trusted **AmPrima® PP-based** structure, known for its sustainability and performance benefits, the film was enhanced with cold-activated ink from a US-based supplier.



"We wanted to show that innovation and sustainability are not mutually exclusive. With thermochromic ink, we added value, curiosity, and seasonality, without changing our material structure or compromising recyclability."

Evana Naci, R&D Engineer, Amcor

FUNCTIONAL. FOOD-SAFE. FUTURE-READY.

Applying thermochromic ink to primary food-contact packaging requires both ingenuity and rigor. This was no off-the-shelf solution. Extensive migration testing and collaboration with Amcor's product safety team ensured full compliance with EU food safety standards, which is a major milestone for this kind of application.

Yet, despite the technical challenge, the innovation is operationally seamless:

- No changes needed to production line settings
- Sensor performance and machinability remain unchanged

DESIGNED FOR DELIGHT, DRIVEN BY PURPOSE

Launched in the UK with in-store displays, digital activations, and collectible summer designs, the campaign reimagines packaging as a fun, interactive part of the brand experience. By positioning chocolate as a seasonal treat and making packaging immersive and engaging, the "Chill to Reveal" range sets a new standard for future-ready solutions – while putting a smile on the face of consumers.

"Behind every innovation are the people whose dedication and persistence drive it forward. This project was a great example of what can be accomplished when agility and teamwork come together. Thanks to the great commitment of Mondelez Project Team and Amcor's Novy Bydžov production site, we delivered an engaging, interactive pack just in time for the summer season."

Marta Witczak, R&D Engineer, Amcor



Are you ready to elevate your packaging?

Book a meeting with **Teresa Vidigal**, confectionery packaging expert, to explore the possible opportunities!



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