

Greiner Packaging's innovative Syrup Bottle with integrated dosing system for HOLY

Kremsmünster/Austria, Berlin/Germany. May 6, 2026. Individual flavor intensity instead of standardized soft drinks: together with HOLY, Greiner Packaging has developed the Syrup Bottle, which flavors drinks individually only when drinking. A reusable bottle combined with precise dosing technology creates a user experience that unites convenience, personalization, and more sustainable consumption habits in a single product.

Packaging as a functional system carrier

The new Syrup Bottle consistently separates water and syrup and only combines the two components in a controlled way during drinking. This is made possible by a mechanical system in the cap, specifically designed for precise liquid dosing. Greiner Packaging further developed HOLY's bottle concept to industrial maturity and implemented it. At the core of the design is an integrated carrier for interchangeable syrup pods, as well as a finely tuned dosing system that allows flavor intensity to be adjusted in five levels.

The dosing takes place directly while drinking, without needing to open or refill the bottle. For HOLY consumers, known as the HOLY Squad, this creates a completely new level of product personalization that cannot be compared to conventional ready-to-drink formats.

High-end technological implementation

The drinking bottle and cap consist of 13 precisely manufactured components. Particularly crucial is the exact dosing mechanism, based on extremely tight injection molding tolerances, including a central component with a tiny opening of less than one millimeter.

The bottle is made of Tritan, the cap of ABS, complemented by functional silicone elements. The integrated carrier uses IML technology and enables variable designs. Production combines high-precision toolmaking with controlled manual assembly and demonstrates Greiner Packaging's expertise in complex functional solutions.

The project underlines Greiner Packaging's role as a development partner: from technical design to industrialization, the solution was implemented in close collaboration with HOLY.

Florian Horsch, Director of Product at HOLY, explains:

"Greiner Packaging is far more than a traditional plastics and packaging specialist. It is a place where people work with passion, experience, and genuine enthusiasm. These shared values have connected Greiner and HOLY from the very beginning - and laid the foundation for a successful project."

More differentiation, user experience, and reuse

The Syrup Bottle shows how packaging can become a direct competitive advantage. Consumers do not receive a standardized beverage, but a product they can individually adjust in five intensity levels according to their preferences. This creates a personalized drinking experience that clearly stands apart from classic soft drink concepts and makes HOLY products even easier to enjoy on the go.

In addition, the solution is designed for durability: the bottle is dishwasher-safe (up to 50°C) and intended for long-term use. Combined with interchangeable syrup pods, it forms a reusable system that reduces the need for single-use packaging and offers a varied drinking experience through different flavors. The overwhelmingly positive response on social media immediately after launch confirms the demand for such a practical, sustainable solution.

Launch of a new product line at HOLY

With the Syrup Bottle, HOLY expands its portfolio with a system consisting of a bottle and liquid syrup pods. The Berlin-based company, which celebrates its fifth anniversary with the launch of the syrup, initially established itself on the market with powder-based drink solutions for energy, hydration, and iced tea, building a strongly community-driven brand that now reaches several million consumers across Europe.

The new product line marks an important development step: for the first time, HOLY is not using powder for mixing, but liquid concentrates in the form of syrup pods, which are used directly with the new bottle. For the technical and industrial implementation of this system solution, HOLY found the right partner in Greiner Packaging to refine the concept and bring it to production readiness. Both companies contributed their respective strengths and jointly developed a solution that combines new requirements for functionality, user experience, and industrial feasibility in a single system.

Herwig Stadler, Head of Project Management at Greiner Packaging, emphasizes:

“Together with HOLY, implementing a completely new product line was a particularly exciting project for us. We often work on innovative packaging, but here a system emerged that creates its own category. Being able to support HOLY on this path and bridge the gap from idea to mass production with our technical expertise shows how strongly partnership-driven development shapes the market success of future products.”

HOLY plans to gradually expand the new category and establish it as a permanent part of its portfolio in the long term.

Text & images:

Text document as well as images in high-resolution quality for download:

<https://greinerpackaging.canto.de/b/HGVD5>



Credit: © Holy Softdrinks GmbH

About Greiner Packaging

Greiner Packaging is one of the leading European manufacturers of plastic packaging in the food and non-food sector. For over 60 years, the company has stood for a high level of expertise in finding solutions in development, design, production, and decoration. Greiner Packaging meets the challenges of the market with two business units: Packaging and Assistec. While the former stands for innovative packaging solutions, the latter focuses on the production of customized technical parts. Greiner Packaging employs close to 4,900 people at 30 locations in 15 countries worldwide. In 2025, the company achieved an annual turnover of €902 million (incl. joint ventures). This is more than 45% of Greiner's total turnover.

Greiner Packaging Media Contact:

Peter Dobosz
Global Expert PR & Content Marketing

Greiner Packaging International GmbH
Gewerbestraße 15, 4642 Sattledt, Austria
Mobile: +43 664 4110735
E-mail: p.dobosz@greiner-gpi.com