



SUSTAINABLE CONCEPTS

Sustainability | Our selection of green materials, sustainable tube, glass and dispensing concepts show that the options for sustainable packaging are becoming more abundant.

MonoSol's water-soluble film is used to make unit-dose pods of shaving cream that dissolve with water. Created with **Pacific Shaving Company**, this **packaging** evolution replaces bulky cans and tubes and leaves no waste. The compact **Shaving Cream Minis** are easy-to-use at home, at the gym or when traveling. The dissolvable pods were developed with a proprietary blend of food-grade ingredients.

They are transparent, odour- and tasteless. One challenge in the development was maintaining the integrity of the pod's film throughout the entire supply chain – from production to the consumer's hand. The film must then dissolve as quickly as possible when it contacts water.

www.monosol.com

Sulapac, see page 43, is a very sustainable patented packaging mate-

rial, made of renewable natural wood chips from sustainably managed forests and other biodegradable biomaterials. In spite of its plastic-like properties it contains no plastic. The **Niki Newd's Soap Case** is made from sustainable Sulapac material. The premium eco-packaging soap case was developed to support the Niki Newd brand image as an eco-luxury brand.

www.sulapac.com



Neopac's sustainable tube made from German spruce wood

The **Frosch** folding lid, which is made of 100% post-consumer recycled plastic, qualified in this year's **German Packaging Award** in the category New Material. The product developers from **The Green Dot – Duales System Deutschland** have produced a polypropylene re-granulate from household packaging waste that meets the high requirements for flip-top closures both in the injection moulding process as well as in their application. The competition entry was submitted by **Werner & Mertz, Heinz Plastics, Böhm, the Green Dot – Duales System Deutschland** and **Clariant Plastics & Coatings**.

www.packagingaward.de

even more renewable material in the tube body and shoulder. The spruce wood comes from Germany and the food grade tube surface is easy to print.

www.hoffmann-neopac.com

As the HDPE for **Linhardt's PCR** tubes is produced exclusively out of recycled milk bottles, the quality is constant. While processing, a small amount of LLDPE is added. This makes the recycled material more pliable and ensures perfect packaging. The naturally cream-coloured **Chalk Tube**, which is made of a chalk and plastic compound, has an extraordinary feel and is suitable for natural cosmetics.

www.linhardt.com



Linhardt's PCR tube is made from recycled milk bottles

The raw material of **Seufert's** PET film, is partly produced from sugarcane. About 30% of **Bio-PET** is of vegetable origin. Bio-sourced PET may be transformed into transparent packaging and then recycled in the same way as standard PET. The benefits include a reduced consumption of fossil resources, the same recycling chain as for conventional PET, a more interesting price than other bio-based materials and easy integration into sustainability programmes of customers. Bio-based PET can be transformed into transparent packaging solutions in the same way as the usual PET films. The company manages offset and screen printing, cutting, stamping and gluing in-house.

www.seufert.com

Bulldog's new line of skin care packaging, realised by **RPC M&H Plastics** and with a sustainable twist, uses sugarcane as a raw material for their updated flexible tube line-up. The green polyethylene is created by farming sugarcane on sustainable land in Brazil, thousands of kilometres from the Amazon rainforest. Once grown, the sugarcane is transformed into ethanol, a type of alcohol, which is in turn used by **Braskem** to create green plastic. The green plastic maintains the performance characteristics of traditional polyethylene.

www.mhplastics.com

Sustainable tubes

Neopac's Picea is a recyclable sustainable wooden tube. Now there is

Lightweight glass

Verescence's lightweight jar combines luxury with eco-design that minimises environmental impact while keeping the same capacity



M&H Plastic uses sugarcane as a raw material for Bulldog's updated flexible tube line

► **SUSTAINABLE BEAUTY AWARDS: PACKAGING**

From over 100 entries for **Ecovia's Sustainable Beauty Awards**, which recognise organisations pushing the boundaries of sustainability in the beauty industry, a winner and runner-up were selected for each award category. In the Green Packaging category the winner is **Sulapac** with its packaging made from renewable wood chips taken from sustainable managed forests, as well as other biodegradable materials. **Hair O' Right** was the runner-up with its novel packaging for its hair care range. The plastic bottles, whose carbon footprint is about 75% lower than that of conventional bottles, is made from packaging waste. Finalists in this award category were **Biolage RAW** of **L'Oréal** and **O-PAC Eco-Pac**.

www.sustainablebeautyawards.com

SPOTLIGHT: GREEN PACKAGING



MonoSol's water-soluble film for unit-dose pods of shaving cream dissolves with water

and the same resistance as a conventional glass. Combined with **Neo Infinite Glass**, it is one of the most eco-friendly jars on the market. On average, its glass weight is 40% less for a 50ml jar. It is composed of 90% recycled glass and is 100% recyclable.

www.verescence.com

The light-weight **Epure** jars are **Group Pochet's** eco-conceived solution for skin care. The range offers a square or a round jar manufactured by **Pochet du Courval**. The cap of the jar, realized by **Qualipac**, is made of bio-sourced material or of aluminium. This travel-friendly and minimalist jar has about half the weight of a classic jar, and its environmental footprint is reduced by more than 60%.

www.groupe-pochet.fr



Niki Newd's luxurious eco soap case

Sustainable dispensing

According to **Quadpack**, sustainable packaging is no longer limited to markets. It is being embraced by premium natural brands like **Cristallerie des Parfums**, as well as mass natural brands such as the highly-successful **100bon**.

Refill concepts are also gaining ground. New, jumbo formats of around 200ml are being proposed as refills by fragrance houses across Europe. Bigger means not only more affordable, but also less packaging. Replacing crimp necks with screw necks allows the bottle to be detached by the consumer. Small, portable fragrance formats can also be refillable, perhaps from the original jumbo pack. The company is working on a new nomad purse



Werner & Mertz's PCR flip-top closure



Seufert's Bio-Pet

spray designed precisely for this purpose, with a screw neck, small capacity and a fun shape to engage the consumer.

www.quadpack.com

Melodie Pirouette by **Silgan Dispensing Systems**, with its threaded ferule pump for luxury fragrances, is a refillable, recyclable and sustainable fragrance packaging. The pump can be separated from the glass bottle allowing to recycle the glass. The new design also makes it re-usable as it can be refilled.

www.silgandispensing.com

RPC's Ecosolution is the combination of an **AirFree** bottle and an exclusive 4-part airless pump made of 100% plastic: The pump and the bottle are 100% polyolefin and therefore 100% recyclable. It does not contain any metal or glass parts, nor any non-recyclable plastics. The external layer of the **AirFree** bottle can be manufactured in recycled PE, while the internal pouch layer in contact with the formula is made of virgin PE. The internal pouch contains EVOH, a barrier to oxygen, a feature which makes **Ecosolution** a completely closed and hermetic system. The **Slidissime Quartz** version is the first ecological airless jar, Ecocert approved. It allows the enclosed formula to be protected from finger contamination and easily dispensed using the elegant airless tactile pump in a jar. The finger slides across the ridge to hygienically dispense an accurate and consistent dose of product that is instantly ready to apply.

www.rpc-bramlage.de

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RPC's airless solutions

COSSMA

COSMETICS | SPRAY TECHNOLOGY | MARKETING

WWW.COSSMA.COM

GO FUTURE: INNOVATIONS

Potential for
scalp care

SPOTLIGHT: GREEN PACKAGING

New concepts for
sustainable packaging

Dr Johannes Stellmann,
Wala Heilmittel

“LIKE A REBELLION”

VIP of the Month

HELGA HERTSIG-LAVOCAH

Hint Futurology
Creative Consultancy
Solutions to tackle
sleep deprivation

