



A CHALLENGING ISSUE

Sustainability | Green packaging is very fashionable at the moment, and yet such a challenging issue. Take a look at the latest developments.

According to an internal study, **Albéa** produces 33 million tubes with PCR polyethylene each year. PCR reduces the carbon footprint of a tube by 16%. Every one million PCR tubes produced is the equivalent to 16 tons of CO₂. These tubes can be fully recycled via existing collection systems.

Foam pumps are also available with PCR. A pump produced with 100% PCR polypropylene (cap, neck, and actuator) reduces its carbon footprint by 47%. PCR pumps are available in four colours: light grey, grey, black, and green.

The company first introduced bio-plastics in 2010, produced from Brazilian sugar cane. Throughout its life cycle, sugar cane absorbs the CO₂ it needs to grow. The amount of cane used to produce one kilo of bio-based PE has thus absorbed 3kg of CO₂.

Albéa's bio-based PE tubes provide a carbon footprint that is 76% lower than that of a 200ml plastic tube with a 500µm **Cebal** cap. Their 100% bio-based PE foam bottles reduce their carbon footprint by 47% compared to 150ml bottles. Thanks to the combination of the **Slim** cap and the **Thin-Wall** sleeve, the tube's total weight



Capardoni & C's range is made from plants, renewable sources and PCR



Albéa's cap/sleeve combination reduces the tube's weight by 33%

is reduced by 33% compared to a standard tube. The production of one million of these tubes would prevent 36 tons of CO₂ from being emitted into the air. The patented manufacturing process for the **Thin-Wall** sleeve, made of polyethylene (PE), reduces the weight of the material, thus cutting its thickness by 30%. Designed for compactness and style, the **Slim** cap is made of polypropylene (PP). Not to mention its flat head and edges designed to prevent water from stagnating. The perfume pump **Spiral** can be unscrewed to make the bottle both refillable and recyclable. Its carbon footprint is thus reduced by 21% compared to a standard metal screw-pump. **EZ'R**, a 100% recyclable and lightweight

foam pump, is 53% lighter than the company's bestseller, the **F2** foam pump. The lightweight bottle is fully recyclable in PP bottle collection channels. **My Style Bag** and **My Little Case** are ultra-light plastic palettes, made from a single material (PP) and in a single piece, which makes them considerably easier to recycle. These palettes use about 30% less plastic than a conventional palette. My Style Bag can accommodate pressed and poured formulas, as well as make-up accessories.

www.albea-group.com

Aptar already offers a range of standard closures, aerosol accessories, GS and GSA lotion pumps and PZ spray pumps containing between 50% and 100% PCR. **Mezzo** is a full plastic airless solution now available in 100% PIR. The company recently launched the first dispenser made from a bio-based material, GSA Bio. Screw-top fragrance pumps that allow fragrance bottles to be reused and full-plastic airless solutions are just some of the recyclable options that already allow brands to improve their environmental footprint. Thanks to its Simplisqueeze technology, Aptar is also exploring controlled dosage, more lightweight dispensing systems and cap-free solutions. 46% of the company's production sites have now achieved landfill-free certification.

www.beauty-home.aptar.com

Throughout its life cycle, **sugar cane** absorbs the **CO2** it needs to grow



Metsä Board's gift box replaces plastic with fibre-based materials

Screw-top fragrance pumps allow fragrance bottles to be reused

Aptar: the development of more **sustainable packaging solutions** is becoming an essential part of the supplier discourse

Capardoni & C have developed a complete range of bottles, jars, closures and flip-top caps made with materials from plants, renewable sources and PCR. All the products in the **Ecogreen** line are designed as a brand that guarantees sustainable development. The process the company is committed to always respects new eco-friendly materials when they develop new products. A range of **Ecogreen** products can be developed with different types of materials derived from renewable sources or post-consumer recycled plastic using the standard products and accessories or a tailor-made solution can be developed.

www.capardoni.it

Etiket Schiller has added labels made of grass paper to its sustainable product range. The new material consists of 50% sun-

WINNERS OF LUXE PACK IN GREEN AWARDS

In Monaco, **Qualipac**, part of the **Pochet Group**, won the **Luxe Pack in Green Award** in the category Packaging Solutions. The award-winning make-up holder **L'Essentiel** encourages sustainable consumption. The product is part of the **Pochet Group's** responsible luxury program.

In the corporate social responsibility category, **Verescence** won the award for its CSR approach **Glass made to last** which is organized around 3 pillars: people first, act for society & eco solutions.

www.luxepack.com



Qualipac's mono-material make-up holder has an innovative recharge system

SPOTLIGHT: GREEN PACKAGING



Geka's sustainable green lip gloss is made of 25% recycled PET material

dried grass fibre and 50% FSC-certified pulp. The hay is sourced from meadows in Germany's Swabian Alps region. The CO₂ emissions for this product are around 50% lower compared with fresh fibre pulp, and 50% less water is used in the production process. The use of processed chemicals is also reduced by half. Carrying the **ISEGA** and **FSC Mix** certifications, the labels are suitable e.g. for cosmetic products.

While FSC-certified pulp paper does have the drawback of the CO₂ emissions caused by intercontinental transportation, this does not apply to grass paper labels from **Etiket Schiller**, as the production process requires minimal amounts of water and very low chemical consumption. Since grass fibres contain hardly any lignin, they can be fully processed by mechanical means. Due to the low



The bottles now contain 50% recycled HDPE

chemical content, the grass paper is also fully recyclable. The hay is harvested from land that is unsuitable for animal feed or food production, allowing it to be put to economic use. The meadows are also crucial to maintaining biodiversity. The new label material offers the same printing options as conventional materials.

www.etiket-schiller.de

Geka's sustainable green lip gloss in a waterproof lip gloss bottle is made of 25% recycled PET material. The wiper is made of recycled LDPE. Grinding stock is reused by placing it into the recycling process, thus reducing material waste to a minimum. The cap is made of PLA (polylactic acid) material.

The LDPE material of the wiper is not only partially recycled, it is also a bio-degradable based material. As an alternative to POM material, **Geka** has used biodegradable poketone material for the production of the thread part. Poketone material is free of formaldehydes.

www.geka-world.com

L'Oréal has decided to include **Loop Pet** in their packaging. For this special material, waste PET plastic and polyester fibre that once made its way to landfills, incinerators, natural areas, rivers and oceans can now be diverted and converted into **Loop PET** to be endlessly upcycled. This technology deconstructs waste PET plastic and polyester fibre from sources such as water and soda bottles, textiles, consumer goods packaging. The technology to produce this material meets FDA requirements for food grade packaging.

www.loopindustries.com, www.loreal.com

Metsä Board has won the 2018 **Luxe Pack Shanghai in Green Award** with its **SkinCare 2.0** gift box design. Created by the company's packaging design team, the gift box design uses fibre-based materials to replace plastic. The outer rigid box is made with a new pulp moulding process. Each of the three inner cartons are made of lightweight paperboard and offer a unique opening and reclosing ex-



Etiket Schiller's new labels are made of grass paper

perience combined with maximum runnability performance on automated packaging lines. The box also received recognition at the **29th Hong Kong Print Awards**.

www.metsaboard.com

The award-winning **Qualipac's L'Essentiel**, see box on page 37, is a very fine, lightweight, recyclable make-up holder. To ensure the product's sustainability, the company chose bio-sourced, resistant mono-material designed for everyday use. The packaging is also flexible as each section can be individually replaced, thanks to an innovative recharge system. The make-up container comes with a **Paletbox**, designed to organise all the colour harmonies.

Also appealing is the reduced environmental impact at all stages in the product life cycle; each aspect has been optimised, to add to its simplified use. The product can be used on the move or in one place.

For maximum consumer convenience, the pump can operate in any orientation. **RPC Envases Madrid** is **L'Oréal's** first supplier for bottles incorporating post-consumer recycled (PCR) HDPE polymer. Bottles for the **Redken** and **Biologie** professional hair care brands now contain 50% recycled HDPE supplied by **Biffa**.

On an annual basis, this represents a switch from virgin to recycled material of around 50 tonnes. At the same time, **RPC Zeller Plastik Barcelona** has just been appointed to produce the closure for the **Redken** bottle with a strong commitment to manufacturing the closure using recycled polymer.

www.rpc-group.com