

PACKAGING | NEWS

SIMBODIES ACHIEVES 35 PERCENT WEIGHT SAVING USING ARPLANK FOR NEW PACKAGING

The partnership that JSP International and Polyformes formed earlier this year continues to grow. Polyformes has recently developed a packaging solution for Simbodies Limited, using ARPLANK.

ARPLANK was selected for this application due to its stability and absorption behaviour, giving good protection to the product when it is held in its bespoke manufactured bag. The protective qualities of the foam, captured by the products bag, has enabled a 35 per cent reduction in the packaging weight with an increase in performance. Ideal for shipping the product abroad contributing

to cost efficiency, space optimisation and reduced transport emissions.

ARPLANK is JSP's sustainable packaging material, it is a non-crosslinked foam made from expanded polyethylene (EPE). It is isotropic, absorbing kinetic energy from all directions, returning to its original shape and is 100 per cent recyclable.

Jiri Slezak, ARPLANK Sales Manager commented "We are delighted to support Polyformes to provide customers with a recycled foam material. ARPLANK has 20 per cent less concavity when compared to other materials which allows much higher precision and less scrap."



NEW CIRCULAR RANGE FROM BERRY SUPPORTS PERSONAL CARE CUSTOMERS' SUSTAINABILITY GOALS

Berry Global is introducing its next generation of innovation with a range of packaging and product solutions, the Berry Global B Circular Range, that leverages the company's engineering expertise and proprietary processes in the design for circularity to reduce products' impact on the environment, focused on helping brand owners meet and exceed their sustainability goals.

Recognising the growing importance of action to support brand sustainability objectives, Berry Global has decided to take on even the toughest personal care customer packaging challenges utilising its global scale to access circular resins, worldwide capabilities and growing investments in infrastructure such as the recently announced Berry Leamington Spa recycling facility. The Berry Global B Circular Range programme will see the ongoing introduction of a range of standard products for the beauty, personal care, pharmaceutical, food, beverage, home care

and industrial sectors, all of which feature important sustainability enhancements.

The first collection of the Berry Global B Circular Range of products for personal care applications, which is now being launched, is designed in line with two key rules of the Circular Economy: design out waste and pollution and keep product and material in use. This process includes the incorporation of recycled content; the development of reusable and refillable packs; and the development of mono-material solutions to improved recyclability.

Highlights from the first suite include Boston Round bottles and Flip Top and Tube closures incorporating up to 100 per cent post-consumer recycled (PCR) plastic; refillable jars with up to 100 per cent PCR content; a lighter weight mono-material lip care

stick and refillable roll-on stick; as well as airless dispensers with lighter weight and mono-material construction, recycled content and refillable capabilities.

"We recognise the importance that companies across all markets attach to sustainability. As an industry leader in helping brand owners, large or small, achieve their sustainability commitments, we are excited to launch the Berry Global B Circular Range to help bring solutions toward a circular economy to market faster," commented Thierry Bernet, Circular Economy Director, Berry CPI. "Whether seeking a special product solution or establishing a corporate-wide initiative, we will partner with customers to help them towards meeting both short- and long-term sustainability goals."



SPECTRA ROLLS OUT 30% MINIMUM RECYCLED CONTENT STANDARD

As widely reported, a new tax introduced by the UK Government will come into force in April 2022, aimed at ensuring a minimum of 30% recycled content in plastic packaging. As an established champion of recycled plastics, Spectra supports the latest move with the rollout of its new PCR30 initiative.

The PCR30 rollout will see all new quoted projects include a minimum of 30% PCR as standard in all their HDPE and PET containers. The new initiative will also consider additional masterbatch colourant content to ensure the pack still satisfies the regulatory minimum recycled content limit.

Any customers not wishing to include a minimum of 30% recycled content in their bottles will need to advise the Suffolk-based converter on their opt-



out wishes, with such opt-out arrangements considering the Government's new levy.

Despite the Government's best intentions, it is widely anticipated that feedstocks of recycled materials will come under pressure as everyone adjusts to the new legislation bringing new challenges to the industry.