

JUNE 2023

UPP

UNLIMITED PACKAGING POSSIBILITIES



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Innovative partnerships

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 **BlueSky**

UPP provides a snapshot of some of the recent stand-out market and product news.

As we delve into the latest trends and developments in personal care, home care and other sectors, we hope to provide valuable insights and inspiration for you.

In this report, we will cover the growing emphasis on sustainability in packaging, with businesses and brands taking innovative approaches to reduce waste and meet consumer demand for eco-friendly solutions.

What's new from BlueSky?

Post-Consumer Recycled (PCR) content

Our latest BlueSky thinking is available for download and it's all about Post-Consumer Recycled (PCR) PET.

Our goal is to create a range of reports for you, designed to address some of the most pressing topics in the industries we serve:

BlueSky thinking

Don't forget to explore our blog post on Prevented Ocean Plastic (POP) for additional thought-provoking content.

Prevented Ocean Plastic



The image shows the cover of a report titled "BlueSky thinking...". The top right corner features the BlueSky logo, which consists of several blue swirls. Below the title is a photograph of several clear plastic bottles on a production line. The cover is divided into two main sections. The left section is a dark blue vertical bar with white text: "What is PCR PET?" followed by "PAGE 2", "European market for PCR PET" followed by "PAGE 3", "UK Plastic Packaging Tax" followed by "PAGE 4", and "Working together" followed by "PAGE 5". At the bottom of this bar is the BlueSky logo. The right section has a white background with the title "Post-Consumer Recycled (PCR) PET" in bold. Below the title is the word "Introduction" followed by a paragraph of text: "In recent years, there has been a growing awareness of the environmental impact of plastic waste, particularly single-use plastics. This has led to an increased demand for sustainable and eco-friendly alternatives, including post-consumer recycled (PCR) PET." Below this is another paragraph: "Post-consumer recycled (PCR) PET is a highly sought-after material in the plastics industry due to its numerous benefits, including sustainability and affordability. The European market for PCR PET has grown steadily in recent years, driven by increased consumer demand for eco-friendly products and a push towards circular economies. In this paper, we will explore the various aspects of PCR PET, including its uses, benefits, and the current state of the market in Europe." At the bottom right of the cover is a small number "1".



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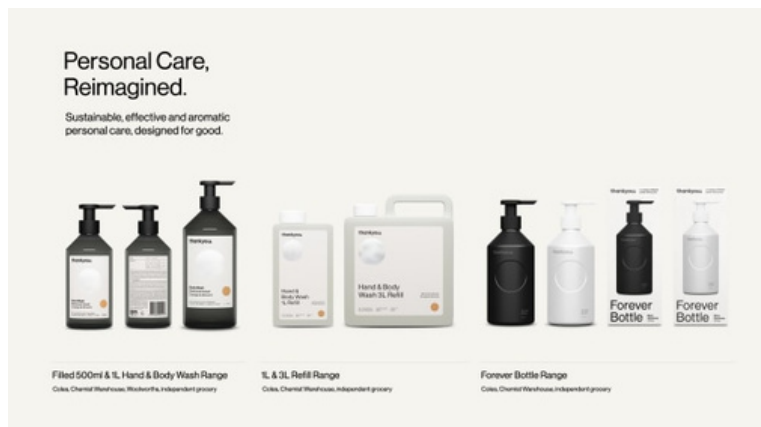
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Thankyou to go global

Australian social enterprise Thankyou, known for its mission to end extreme poverty, has reimagined its approach to going global after Unilever and Procter & Gamble rejected its partnership invitation. The campaign generated widespread media coverage and support from consumers and influencers, leading to other companies around the world reaching out to Thankyou with remarkable partnership proposals.

The enterprise is now working on expanding its reach from 23 million consumers in Australia to over 2.69 billion consumers across four continents through a network of values-aligned innovators, producers, and distributors. Thankyou has launched a product line, featuring refillable and reusable packaging made from recycled materials, including hand and body wash, antiperspirant deodorant, and cleaning products.



Packaging News Australia reported that the range's hand wash and body wash is packaged in a bottle made from 100 per cent recycled plastic. The refill bottles are made from recyclable HDPE that is itself made from 100 per cent recycled material. The cap is also made from 98 per cent recycled plastic.

Source: Packaging News Australia - Thankyou 'reimagines consumerism' for global rollout - 13th June, 2023



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Demand for ocean-bound plastic predicted to grow

CosmeticsDesign reported Oceanworks, a plastic action platform, predicts that the demand for ocean-bound plastic will grow.

The cosmetics and personal care industries are highlighted as those that produce large amounts of single-use plastic, and therefore their responsibility to commit to reducing waste and embrace the 4Rs is only going to intensify.

Importantly, it's highlighted that that it offers brands a competitive advantage, as consumer demand more sustainable products, and regulation tightens. Moving away, where possible, from virgin plastics through the use of Post-Consumer Recycled (PCR) content is a positive step for brand owners to take.

Phil Finnance, Vice President of Oceanworks stated: "with the availability of these options, we expect an increasing number of brands to turn to these solutions to grow in the coming years and as such, the demand for recycled ocean-bound plastic will grow with it."

Source: CosmeticsDesign USA - Oceanworks: 'The demand for recycled ocean-bound plastic will grow' - 8th June, 2023



Think sustainably



Our PCR PET Packaging Range

BLUESKY is committed to supporting a circular economy.

A key element of our sustainability strategy has been reframing our supply chain to provide customers with sustainable packaging solutions including products that use recycled content.



Aluminium packaging for prestige hair care line, Thix

London- and San Francisco-based design and communications studio, Otherway, has recently launched Thix, a direct-to-consumer brand focused on functional hair care. With the hair loss prevention market gaining momentum, Thix aims to address the growing demand for products that combat hair loss and thinning strands. Backed by a team of former Boots innovation experts, Thix has developed a three-step hair care regimen that promises to strengthen weak hair and protect against hair loss.

Protection and Sustainability: What truly sets Thix apart is its dedication to sustainable packaging. The brand utilises 100% recycled aluminium for its bottles and lids. By choosing aluminium packaging, Thix significantly reduces its environmental footprint. Notably, nearly 75% of all aluminium ever produced is still in circulation

today, highlighting the long-lasting and recyclable nature of this material. Furthermore, recycled aluminium requires 95% less energy compared to the production of virgin aluminium, further enhancing its eco-friendliness.



Source: Beauty Independent - Otherway launches Thix to go after the Hair Loss Prevention Market - 24th May 2023



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Circularity Scotland placed into administration

The company responsible for administering the Scottish Deposit Return Scheme (DRS) has been placed into administration after experiencing funding withdrawals. Established in 2020 as an industry-led not-for-profit organisation, the company aimed to oversee the implementation of the DRS in Scotland.

Letsrecycle.com reported that, following a delay in the scheme's launch to October 2025, along with the rest of the UK, several producers announced their loss of confidence and withdrew their financial support, leading to the company's current predicament.

The administrators cited the uncertainty surrounding the future launch of the Deposit Return Scheme as the reason for the funding withdrawals.

With limited options available, the company's directors sought the appointment of administrators to navigate the challenging situation.

The Scottish Deposit Return Scheme, intended to boost recycling rates and reduce litter, has encountered setbacks due to disagreements between governing bodies.

As the administrators work towards resolving the financial situation and addressing outstanding debts, the future of the Scottish Deposit Return Scheme remains uncertain. Stakeholders and industry players will be closely monitoring developments and hoping for a resolution that allows the scheme to move forward efficiently and effectively in the near future.

Source:

LetsRecycle - Circularity Scotland calls in administrators - 21st June, 2023



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Sustaining the future in the packaging industry

Packaging News have written a special report that tackles the subject of recruiting, training and retaining talent in the packaging sector. Philip Chadwick states how sustainability and the overall awareness of the role of packaging, could work in the the industry's favour.

By promoting the industry as an opportunity to contribute to environmental solutions, it may attract the next generation of packaging technologists and designers who are passionate about making a difference. The sector is seeing an increase in young people, although it is uncertain if they actively choose packaging as a career or simply fall into it.

The sustainability debate has shifted people's perception of packaging, from being solely focused on the product inside to recognising

packaging as a potential problem and waste. However, by highlighting ethical practices, sustainable business development, and the ability to contribute to the sustainability narrative, the negative perception of packaging can be changed. Young individuals entering their careers are increasingly interested in understanding and questioning the role of packaging in sustainability.

The launch of degree apprenticeship programmes, such as the Higher Degree Apprenticeship Packaging Profession Bsc (Hons), has provided a clear pathway into packaging for individuals leaving school. These programmes help to address misconceptions about packaging materials and provide evidence-based education. They also elevate the status of packaging as a qualification and career path.

Source: Packaging News - Sustaining the Future special report - 20th June, 2023



POWDER BOTTLE

Rotex closure, featuring multiple holes

RAPID DELIVERY
FROM STOCK

Powder

Perfectly Packaged

- Made of high-quality aluminium
- Available with recycled aluminium on request – 100% PCR material
- Standard epoxy phenol or polyester based; BPA non-intent internal lacquers
- Our outer lacquer options include white or colourless base coats, and multiple colour prints, glossy, semi-matte, or matte over lacquer

We are thrilled to introduce you to the Aluminium Powder Bottle, a sustainable packaging choice for cosmetic, hair care and body care powders.

DOWNLOAD OUR BROCHURE



Gunna Drinks launch first lemonade in aluminium bottle

Gunna Drinks has launched what it claims is the UK's first range of aluminium bottled soft drinks.

Gunna Drinks are tackling single use plastics in the beverage market. The packaging is paired with the wellbeing messages (immune boosting) of the beverage itself, to offer something new to the UK market.

Sustainable Packaging News reported on the launch. Melvin Jay, founder of GUNNA Drinks, commented that they are proud to be first-to-market with aluminium bottled soft drinks, and although it comes at a premium, costing approximately 10% more than other formats, they have conducted research that shows consumers are willing to pay more where there is a strong sustainable advantage, versus single use plastics.

Source: Sustainable Packaging News - GUNNA Drinks' game-changing launch - 12th June, 2023



Aluminium

The Recyclable Reusable Super material



We all want more from our packaging - more great designs, more premium styling, more eco solutions.

Well, the great news is that BlueSky's aluminium packaging range of bottles and tins delivers exactly that. As one of the most environmentally friendly materials out there, aluminium packaging is the perfect way to show your consumers that they're buying into one of the very best packaging materials.

SHOP HERE



**Flexible
decorative
options**



**100%
recyclable**



**Endlessly
reusable**



**Range
of sizes**



**Pumps &
closures
available**



Balancing luxury and sustainability

Luxury products are incomplete without appropriate packaging, which now needs to consider evolving constraints, changing expectations, and ethical concerns. While packaging still plays a vital role in attracting customers and enhancing the product's appeal, the luxury sector is gradually embracing a more responsible approach. Previously associated with extravagant and excessive packaging, luxury brands are now exploring a balance between opulence and sustainability.

The need to rethink packaging practices has become crucial, with a shift towards less visual impact and greater customer-centricity. Sustainability now takes precedence over design, materials, and craftsmanship, with the goal of blending in with the environment.

While the transition to eco-friendly packaging is complex, brands and manufacturers must strive for demonstrably better outcomes. Good packaging design creates memorable unboxing experiences, reinforcing a brand's premium positioning and offering sensory satisfaction. By embracing minimalistic yet premium packaging, brands can maintain the luxurious experience while considering the environmental impact.

Source: Sustainable Packaging News - The changing definition of good packaging design - 19th June, 2023



Rising Concern: Consumers Prioritise Emissions and Resources

The increasing focus of consumers on emissions and resources has led to a significant shift in environmental concerns. Water shortages, in particular, have emerged as a top priority, ranking third behind climate change and air quality. This rise in awareness reflects the growing global reality of water stress and its impact on societies worldwide.

As consumers experience the effects of extreme weather events and supply chain disruptions, sustainability has transitioned from being a discretionary choice to a fundamental necessity. The rapid ascent of water shortages as a top concern within just a few years indicates a population directly affected by the consequences of climate change, rather than merely being informed about it.

This shift signifies a new era where environmental issues are seen as urgent matters of self-preservation and the preservation of resources for future resilience. The pressing need to address these concerns highlights the importance of sustainable practices and the collective effort to conserve resources for the benefit of both present and future generations.

Source: Cosmetics Business - Water shortage tops packaging as key consumer concern, says Mintel
- 21st June, 2023



M&S launch Fresh Elements

Marks and Spencer, known for its affordable yet high-quality fashion, has expanded its beauty offerings with the launch of its own skincare line, Fresh Elements. Designed to simplify skincare routines, this collection has been in the making for three years and focuses on reliable, science-backed products that prioritise results over extravagance.

The 17-product range is divided into three sub-ranges: Glow, Clarify, and Hydrate, each targeting specific skin concerns with the help of singular active ingredients. For example, the Hydrate range, featuring hyaluronic acid, provides a moisture boost for dry skin, while the Glow range, powered by vitamin C, enhances radiance. The Clarify range, containing mandelic acid, addresses blemishes and blocked pores.

With straightforward labelling and step-by-step instructions, Fresh Elements makes skincare uncomplicated, appealing to both beginners and experienced beauty enthusiasts. Moreover, this affordable range showcases Marks and Spencer's commitment to offering high-quality products at accessible prices.



Source: Red Magazine - Fresh Elements is the new M&D range that makes skincare easy - 12th June, 2023



Spray mists are ideally positioned for SPF protection

The success of SPF products lies in their ability to address the pain points associated with sunscreen reapplication, making them increasingly popular among consumers.

Dermatologists emphasise the importance of reapplying sun protection every two hours while outdoors in spring and summer. However, Cosmetics Business reported how a 2021 study by the American Academy of Dermatology revealed that despite 8 out of 10 adults being aware of the need to reapply sunscreen, only 33% actually do so.

Recognising this gap, brands have started to focus on meeting consumers' needs by developing sunscreen products specifically designed for easy and convenient reapplication throughout the day. These solutions aim to remove the

barriers that hinder consistent sunscreen use. The use of sprayable mists, are ideal for convenience and on-the-go use.

Moreover, brands are going beyond addressing the reapplication challenge by offering additional benefits. They understand that encouraging consumers to use sunscreen throughout the day requires providing added value, such as skincare benefits or enhanced protection. By combining convenience and added advantages, these brands are striving to ensure that consumers maintain consistent and effective sun protection.

Source: Cosmetics Business - How SPF mists became a bestselling sunscreen format - 21st June, 2023

BlueSky thinking... Available for download

"Post-Consumer
Recycled (PCR)
PET"

DOWNLOAD HERE



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Unlimited Possibilities



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