

JULY 2023

UPPP

UNLIMITED PACKAGING POSSIBILITIES



Sustainability shifts in packaging

EPR postponed

PAGE 3

Rise of refills

PAGE 5

Harmonisation to aid meeting PCR targets

PAGE 7

From mini to supersize

PAGES 9

-10

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.

The report covers the UK's delayed packaging responsibility regulations and industry responses, a new hub for businesses to understand these changes, and increasing interest in reusable packaging.

Also included are a Pledge2Recycle Plastics consumer survey, and how there's a call for standardised recycle quality.

In product related news, we cover Marc Jacobs' innovative fragrance capsules, the beauty industry's "supersizing effect", Ineos Hygienics' new cleaning range, and Molton Brown's eco-friendly packaging.



What's new from BlueSky?

We are pleased to announce the availability of our UV Metallised Lotion Pumps.



These pumps, which eliminate the need for a metal collar, offer a lightweight, cost-effective, and aesthetically pleasing solution. The UV metallised process used to manufacture these pumps delivers a metallic appearance to plastic components, thus enhancing their overall look.

The process includes plastic injection moulding, surface preparation, vacuum metallisation, and UV curing. This ensures that the pumps not only look high-quality but also are sturdy and durable. The pumps can be customised in various colours and finishes, balancing practicality with style.

In addition, BlueSky's team participated in an enriching off-site workshop at the scenic Healing Manor in Grimsby in July. The event involved exploring various crucial business topics and resulted in a day full of inspiration, learning, and growth. BlueSky acknowledges the active participation of its dedicated team in this workshop, attributing these collaborative efforts to shape a brighter future for both the company and its customers.



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Extended Producer Responsibility (EPR) postponed

The Department for the Environment, Food and Rural Affairs (Defra) in the UK has postponed the implementation of extended producer responsibility (EPR) for packaging until October 2025.

While the decision is perceived as a "huge relief" to some businesses by Phil Conran, former chair of the Advisory Committee on Packaging, there are concerns within the industry. Rumors about such a delay had been circulating, and the government had previously labelled the packaging reforms, including EPR, as "unachievable" by 2027.

Industry reactions to the delay are mixed. Paul Van Danzig, policy director of the compliance scheme Wastepack, believes the delay "makes sense," emphasizing that it will not financially impact anyone in the short term as collections continue to be funded. In contrast, Jacob Hayler, Executive Director at the Environmental Services Association (ESA), criticised the delay, stating that it is "incredible" given the amount of consultation and preparation already undertaken. The Chartered Institution of Waste Management (CIWM) also expressed disappointment, with policy and external affairs director Lee Marshall underlining the potential negative impact on recycling infrastructure investment and the UK's green economy.

Source: Lets Recycle - Defra Delays Extended Producer Responsibility - 25th July 2023



Online hub for EPR regulation guidance

In response to new Extended Producer Responsibility (EPR) regulations (now delayed until 2025) set out in the Environment Act 2021, Test Valley Packaging and Wastepack have created an online hub to provide businesses with crucial information.

The EPR framework, which is set to widen current waste laws and impose new responsibilities on producers, could potentially increase costs across multiple industries. By offering resources such as an EPR business self-assessment guide, the two companies aim to help businesses navigate this transition smoothly.

The hub is a collaborative effort, leveraging Test Valley Packaging's vision for reducing packaging waste and Wastepack's extensive experience with the Packaging Waste Regulations since 1997.

The hub is aimed to keep businesses informed about the latest EPR news and assist them in compliance and waste management fee reduction. Amid this development, the discussion around the EPR legislation continues to evolve, with perspectives varying from potential harmonisation of guidelines and incentives for sustainability to the evident lack of focus on e-commerce packaging.

Source: Packaging Europe - Online hub for EPR regulation guidance launched - 24th July 2023



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The rise of refills

The packaging industry is witnessing a steady shift towards the use of refillable and reusable packaging systems. Brands across the spectrum, from start-ups to multinational corporations, are showing an increasing interest in these eco-friendly solutions, as noted by a steady increase in downloads of refill labels provided by the labelling scheme OPRL.

Packaging News reported that there has been a significant rise in refill and reuse initiatives, with initiatives increasing by 9.4% in the first quarter of 2023 compared to the same period in 2022, according to ThePackHub, a global tracking platform for packaging innovations. Examples of such initiatives include 6 o’Clock Gin’s returnable pouches, among others. In addition, retail giants such as Lidl have launched washing detergent refill stations in select stores, thus engaging a broader demographic with these environmentally conscious alternatives.

However, achieving significant and transformational change may require more collaborative innovation across the supply chain. The Refill Coalition and supply chain solutions provider CHEP, are working towards co-designing a universal vessel solution based on open-source principles. This shift is being driven by a changing regulatory framework, including the Deposit Return Scheme (DRS) and Extended Producer Responsibility (EPR), along with proposed changes to the EU’s Packaging and Packaging Waste Directive. Beyond regulatory compliance, brands and retailers are also realising the commercial benefits of reusable packaging, including higher customer retention rates and improved acquisition.

Furthermore, research suggests that consumers are more likely to adopt refill-at-home and return solutions for certain product categories, provided they are made aware of the cost savings, ease of use, and hygiene standards associated with such packaging solutions.

Source: Packaging News - Refillable on the rise - 27th June 2023



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Survey launched to understand household recycling

Pledge2Recycle Plastics, a division of RECOUP, has initiated a survey to gain insights into household plastic recycling habits. The study is designed to pinpoint the plastic items that cause the most confusion when it comes to recycling, and to understand residents' dedication to recycling items such as bottles, pots, tubs, and trays. The goal, according to RECOUP CEO Stuart Foster, is to better comprehend the hurdles that deter people from recycling, even though curbside collection is widely available.

The survey intends to form a detailed, nationwide view of the items that generate the most recycling ambiguity. To encourage participation, Pledge2Recycle Plastics is offering a monthly £50 high street voucher to a randomly selected participant. The collected data will be shared with stakeholders in the plastics industry and local authorities, with the aim to highlight necessary changes that can boost plastic recycling efforts.

Source: Packaging News - Survey launched to understand household plastic recycling - 21st July 2023



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Harmonised approach needed to meet PCR targets

Packaging Europe has reported that a new report from Eunomia and the Alliance to End Plastic Waste underscores the need for standardising quality specifications for mechanical recyclates in order to enhance the volume of recycled content in plastic products.

This move will aid the industry in meeting critical application prerequisites and overcoming challenges such as limited supply of high-quality recycled plastic for packaging. The current lack of consistent quality requirements is limiting the potential to refine sorting and recycling infrastructures for the production of top-quality recyclates.

The report proposes a concerted industry approach to establish quality guidelines for plastic recyclates. It suggests three specific recycle targets, developed in consultation with 28

operators from the recycling value chain, that could particularly enhance the production of HDPE bottles, LDPE shrink film, and PP injection moulded caps and tubs. Alongside these suggestions, the report emphasises the need for the industry to engage key stakeholders and inform ongoing certification initiatives like CEN and CENELEC standards.

Despite the challenges faced by the industry, including the potential impact of increased PET imports, the report indicates that proactive steps like these could greatly enhance plastic recycling capacities and further the circular economy for plastics.

Source: Packaging Europe - Plastics Industry must harmonise approach to improving mechanical recycle quality and meeting recycled content target - 24th July 2023

From stock to stunning UV Metallised Collar Perfection



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2. Eye-catching and modern design
3. Improved aesthetics
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Innovative fragrance application in aluminium tin packaging

Marc Jacobs has unveiled its newest product, Daisy Drops, which adds a sustainable twist to their iconic Daisy fragrance collection. These single-dose fragrance capsules offer the convenience of portability, fitting easily in a hand, bag, or pocket.

Each tin, designed for durability and sustainability, contains 30 capsules and is made from aluminium.

In terms of the fragrance itself, Daisy Drops presents a fresh take on the original Daisy scents, reformulated into a long-lasting, alcohol-free gel composition. The application process is straightforward and user-friendly: simply twist, squeeze, and apply.

This innovative approach marries the timeless appeal of Marc Jacobs' fragrances with the contemporary trend of sustainable, convenient personal care products.

Source:

Marc Jacobs Fragrances - Daisy Drops - July 2023



Supersizing to meet consumer demand

Beauty Matters reported that the "supersizing effect" is gaining momentum in the beauty industry in the US, as brands amplify the sizes of their most popular products, also known as "hero" products. This move is viewed as an expression of self-assurance from brands, while also creating better value for consumers who prefer to measure their purchases in terms of price per ounce.

Furthermore, this trend is seen to contribute positively to sustainability efforts by reducing the need for packaging. Retailers such as Ulta Beauty are catering to this demand with an expanded selection of jumbo products and events like the bi-annual Jumbo Love Event.

Several brands are responding to this trend in unique ways. For instance, Act+Acre launched larger versions of their Cleanse + Conditioner

products in response to customer requests, with added emphasis on sustainable production. Lush supersized its bestsellers to minimise plastic packaging use, with containers made from 100% post-consumer recycled plastic.

Haircare brand Dae limited their jumbo sizes to their hero products, strategically building their product offerings. Tower 28 also responded to customer purchasing patterns and sustainability values by creating refillable jumbo sizes of their best-selling SOS Spray. The practice of upsizing products is viewed as a win-win for consumers and the environment and may soon become as standard as offering travel-size versions.

Source:

BeautyMatter - Bigger is better Business: The Why Behind Supersizing Best-sellers - 25th July 2023



New household range from Ineos Hygienics

Ineos Hygienics is introducing three new plant-powered household cleaning product ranges, effectively challenging industry giants such as Unilever and P&G.

The 16 product line includes dish and hand liquids, multi-room surface sprays, eco-wipes, and laundry liquid, all enhanced with 'active fragrances' aimed at boosting well-being and promoting better sleep. These products were developed using proprietary technology and are expected to kill 99.9% of bacteria, utilising plant-based cleansers and non-animal enzymes for stain removal.

Retail giant Asda has obtained an eight-week exclusive deal to sell these products across over 500 stores in the UK. The entire product range will be available to a broader market starting September.

Rory Tait, COO of INEOS Hygienics, emphasised their commitment to delivering science and performance-based benefits to the customers. The new formulas are reportedly superior to the leading brands, are kind to skin, planet-friendly, and cruelty-free. Tait asserted that their innovative products aim to transform a sector that, in his view, has been under-serving consumers for too long.

Source:

Grocery Gazette - Chemical Giant Ineos Launches Household Products in Asda as it Takes on Unilever - 6th July 2023



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Molton Brown's 'guilt free' aluminium bottles

Molton Brown, has launched the Infinite Bottle collection, a sustainable packaging solution for its luxury Bath and Shower Gel line. The bottles, made from 100% recycled and infinitely recyclable aluminium, are promoted as 'guilt-free' for consumers seeking to reduce their environmental impact. The new containers can be refilled using pouches, cutting the customer's plastic footprint by 63% compared to Molton Brown's conventional bottles.

The range includes three popular fragrances—Fiery Pink Pepper, Re-charge Black Pepper, and Coastal Cypress and Sea Fennel—all available in 400ml bottles. In the development process, Molton Brown utilised Life Cycle Analysis tools to evaluate the environmental impact of various packaging formats.

It was found that aluminium is truly sustainable only when it contains a high percentage of recycled material. The 100% recycled aluminium used for the Infinite Bottles helps reduce energy usage by 95% and CO2 emissions by 83% compared to virgin aluminium.

Source: Cosmetics Business - Guilt-free bathing from Molton Brown - 10th July 2023

Aluminium

The Recyclable Reusable Super material



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

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decorative
options



100%
recyclable



Endlessly
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of sizes



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