

AUGUST 2023

# UPP

UNLIMITED PACKAGING POSSIBILITIES



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 BlueSky

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

The packaging industry is undergoing a transformative shift, as highlighted by several key themes. There's a noticeable drive towards minimalist and sustainable packaging solutions.

The EU's proposed Packaging and Waste Regulations and the challenges surrounding the Plastics Pact Roadmap underscore the regulatory and collaborative efforts to promote recycling and reduce waste.

Simultaneously, consumer sentiment is aligning with these values, with studies from Amcor and ESW revealing a significant uptick in environmental consciousness and a preference for eco-friendly packaging.

Across the themes in this edition, the narrative centers around sustainability, innovation, and the intersection of consumer demand and regulatory push.



# What's new from BlueSky?

**Did you know, we are on a mission to offer a wider range of 35% Post-Consumer Recycled (PCR) PET products?** At BlueSky, we understand the need to adopt sustainable practices.

PET, commonly used in packaging, is the most recycled plastic in Europe, so how can this be improved? PCR content gives plastics a second life, cutting down on waste and reducing our footprint.

## Benefits of this shift:

- **Reduced Plastic Waste:** By using 35% PCR, we're actively reducing the demand for new PET.
- **Resource Efficiency:** Manufacturing with PCR consumes less energy, leading to fewer emissions and conserving non-renewable resources.
- **Plastic Packaging Tax:** these options will mean our customers avoid the PPT liability.

You'll start to see more PCR content options on the website, and we are working on making sure these options are clear to all website visitors. We will also keep you up-to-date with any notable additions to our range, as and when they happen. These include:

**250ml Clear PET Apollo Bottle, 24/410 neck, 35% PCR**

**500ml Clear PET Apollo, 28/410 neck, 35% PCR**

**250ml Clear PET Straight Sided Jar, 70/400 Neck, 35% PCR**

**200ml Clear PET Straight Sided Jar, 70/400, 35% PCR**

If you have any questions, feel free to contact the team using the contact details below.



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# Minimalism emerges as a strong trend in packaging

In an article penned by Oumar Fofana, the packaging industry is highlighted for its evolving emphasis on minimalist solutions. This change stems from a combined drive for sustainability and the attractive simplicity that minimalism offers. Such packaging is grounded in the "less is more" ideology, which aims to diminish unnecessary extras and focus on the core essentials. Not only does this mean less waste and resource consumption, but brands using minimalist packaging often employ recycled or biodegradable materials, showcasing their commitment to the environment.

This new packaging trend isn't just about reducing environmental impact; it also offers a chic, modern appeal that resonates with consumers. The uncluttered look of minimalist packaging exudes sophistication, catching the attention of those drawn to elegant designs.

With an increasing number of consumers valuing sustainability, this minimal approach aligns with their preferences and pushes companies to reevaluate their packaging strategies to forge a stronger bond with this audience.

However, adopting minimalist packaging isn't without challenges. Striking a balance between sustainable packaging and ensuring product protection is key.

As the demand for environmentally-friendly measures heightens, minimalist packaging is emerging as a transformative trend in the packaging sector. It's not just about aesthetic appeal; it's a representation of brands aligning with modern values, embracing sustainability, and moving towards a greener future.

**Source:** Packaging Gateway - Minimalism takes hold in packaging - 7th August 2023



# The EU's upcoming packaging legislation: A major step or political stalemate?

The European Union (EU) is revisiting its packaging and waste regulations, with the latest proposed Packaging and Packaging Waste Regulation (PPWR) poised to enact sweeping changes for the packaging industry.

Key aspects of the PPWR include making all packaging recyclable by 2030, incorporating recycled materials into new plastic packaging by 2040, and aiming for a 15 per cent reduction in packaging waste per capita by 2040 compared to 2018. Additionally, there's a push to decrease reliance on fossil fuel-derived plastics in favour of recycled materials.

However, the journey to PPWR's approval is uncertain. As the proposal undergoes review by

the EU Parliament and Council, political tensions and the upcoming EU parliamentary elections in June 2024 may impede its adoption. The timeline is tight, and if not agreed upon before the elections, the process will restart with a new set of MEPs.

The ambiguity surrounding the PPWR is causing delays and increased risks in decision-making within the packaging industry. Its potential success or failure has global ramifications, as the PPWR could either inspire similar legislation worldwide or dampen international aspirations for sustainable packaging reforms.

**Source:** Forbes - Will the EU's Flagship Packaging Legislation Be The Largest Driver Of Plastic Waste Reduction? - 14th July 2023



# Plastics Pact Roadmap targets for 2025 likely to fall short, warns WRAP

A report by WRAP has revealed concerns that the **Plastics Pact Roadmap's 2025 objectives may not be achieved**. Initiated in 2018, the Plastics Pact, supported by over 120 signatories including manufacturers and retailers, aims to eradicate problematic single-use plastic packaging by 2025 and ensure all plastic packaging becomes recyclable.

However, challenges such as limited consumer access to reusable packaging and existing regulatory constraints have hindered progress. In response, WRAP recommends engaging with the government on regulation and legislation, developing a shared reuse infrastructure for the UK, and fostering a collaborative space for members to share insights from trials.

The emphasis is on collaboration as key to both scaling reusable packaging solutions and ensuring affordability for consumers.

**Source:** Lets Recycle - 'Plastic Pact Roadmap 2025 'unlikely to be met' WRAP says - 29th August 2023

# Aluminium

## The Recyclable Reusable Super material



### SHOP HERE

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.



Flexible  
decorative  
options



100%  
recyclable



Endlessly  
reusable



Range  
of sizes



Pumps &  
closures  
available



# California Olive Ranch introduces eco-friendly aluminium bottling

**Packaging World reported on California Olive Ranch's latest packaging innovation for its olive and avocado oil products. To broaden its packaging choices and offer a recyclable, consumer-centric solution, the company has unveiled a new lightweight aluminum bottle design.**

California Olive Ranch, recognised for its premium standards in farming practices and family values, has consistently demonstrated commitment to transparency and sustainable processes in both cultivation and packaging. The company's range includes glass containers or a bag-in-box format. This introduction of the aluminum bottle marks the company's pursuit to diversify its product presentation further.

Mary Mori, the Vice President of Quality and R&D at California Olive Ranch, stated that this new aluminum bottle embodies the company's commitment to offering high-quality cooking essentials that cater to diverse consumer needs. The aluminum bottle is not only a step forward in sustainable packaging but also offers customers a more affordable option for their renowned olive and avocado oils. Its compact size and design are advantageous for travel, enhancing its attractiveness for consumers.

**Source:** Packaging World - Aluminium Bottle Provides New Option for Olive Oil - 1st August 2023



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# The power of accessible packaging to elevate your brand

An article in **Packaging Europe** focuses on **accessible packaging** and how it is becoming a **defining aspect of product design, catering to the needs of an increasingly diverse consumer base**. With 1 in 4 Europeans living with a disability that impacts their daily routines, it's important for brands to embrace inclusivity.

Accessible packaging not only refers to the physical usability of the product but also the clarity of information for those with cognitive or literacy challenges. Microsoft's Inclusive Design Toolkit has provided a framework for this design shift, emphasising the identification of exclusion, understanding diversity, and designing to benefit a wider audience.

Regulations have also played a part in guiding accessible design. The International Organisation for Standardisation (ISO) released guidelines, ISO 1780:2015, recommending ways to make packaging more accessible, such as considering the force required to open it, the intuitiveness of its opening mechanism, and more. Beyond compliance, the objective is to enhance the product experience, respecting and valuing all consumers.

**Source:** Packaging Europe - The Power of Accessible Packaging to Elevate Your Brand - 21st August 2023



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6. Luxurious look

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# European consumers prioritise packaging sustainability

**A recent study by Amcor, involving over 3,000 participants from six European countries, reveals a strong consumer trend towards packaging sustainability.**

Notably, 84 per cent of participants actively seek recycling instructions on products, and 60 per cent claim sustainability logos influence their purchase decisions. Since the pandemic's onset, concerns about global warming have increased, with 52 per cent marking it as their primary environmental concern, a rise from 45 per cent in 2020. Italy leads in environmental consciousness with 62 per cent concerned about global warming and 96 per cent checking recyclability instructions before buying.

Meanwhile, the UK's understanding of recyclability logos has reached 94 per cent, up from 86 per cent in 2020. Gerald Rebitzer, Amcor's EMEA Sustainability Director, stresses the need for brands to embrace sustainable packaging, aligning with upcoming European regulations. However, the study also revealed a knowledge gap, with 80 per cent of respondents unfamiliar with many sustainability logos, suggesting a clear need for improved communication in the industry.

**Source:** Packaging News - Most European Consumers Look for Recyclability Instructions on Pack, Amcor Poll Finds - 4th July 2023



# Consumer survey data confirms sustainability has significant impact on Gen Z & Millennial shoppers

**DTC ecommerce company ESW's recent Global Voices survey reveals 'environmentally conscious packaging,' a deal-breaker for younger demographics, and awareness of greenwashing continues to increase, among other findings.**

CosmeticsDesign-Europe reported that that the survey of 16,557 respondents, resulted in nearly 60 per cent of Gen Z and Millennial shoppers declined purchasing from brands perceived as being environmentally unsustainable, with more than two-thirds of Millennial shoppers spending more on a product with strong eco-credentials. This is an important insight, as cost for sustainable options has often been a barrier.

In terms of geography, the theme is strong, with developing markets showing that consumers have the highest concern for sustainability (as high as 98 per cent in India). However, for consumers in mature markets such as the UK and US, sustainability is also an extremely important concern for 70 per cent of the respondents.

The overarching question has always been whether consumers actually purchase as they intend to, or as their values align to, and it appears from the study that this is increasingly the case.

**Source:** Packaging News - Most European Consumers Look for Recyclability Instructions on Pack, Amcor Poll Finds - 4th July 2023



# Beiersdorf snaps up stake in Swiss recycling start-up DePoly

**Beiersdorf has acquired a stake in Swiss start-up DePoly through its venture capital unit OSCAR&PAUL, which it hopes will support the development of innovative recycling solutions for packaging in the cosmetics industry.**

This exemplifies how major corporations can spearhead sustainability and packaging recycling schemes. Founded in 2020, DePoly has pioneered a chemical recycling technology. Unlike traditional mechanical methods, this technology facilitates the recycling of complex consumer and industrial plastic waste streams, including those with mixed plastics, varied colours, and contaminated plastics.

DePoly aims to close the loop by producing packaging materials for the cosmetics industry. It's really a great example of how players in the industry can work together to sustain their businesses.

Cosmetics Business quoted Samantha Anderson, CEO and co-founder of DePoly:

“Our technology has the potential to fundamentally change the lifecycle of PET plastics and reinforce the global efforts in tackling the climate challenge. We are thrilled to have Beiersdorf and other strategic investors in this round supporting us in implementing our solution on a larger scale.”

**Source:** CosmeticsDesign Europe - Beiersdorf Snaps Up Stake in Swiss Recycling Start-Up DePoly - 27th June 2023



# Neutrogena introduces Gentle Foaming Cleanser + Concentrate

Neutrogena, a trusted name under the Johnson & Johnson umbrella, is revolutionising the skincare landscape with the unveiling of its **Neutrogena Gentle Foaming Cleanser + Concentrate**. This innovative product stands out as one of the pioneer powder-to-foam cleansers available to consumers. In a world increasingly shifting towards sustainability and eco-conscious choices, Neutrogena's latest offering aligns perfectly with these values. The gentle formula not only promises an effective cleanse but also reassures the environmentally-conscious consumer with its waterless formulation and refillable pack format.

**Source:** Beauty Packaging - Neutrogena introduces Gentle Foaming Cleanser + Concentrate - 10th August 2023

**GENTLE FOAMING CLEANSER NOW IN A ♻️ REUSABLE BOTTLE\***

The diagram illustrates the product's eco-friendly packaging. On the left, three blue water droplets are shown next to a plus sign. In the center is a blue rectangular 'CONCENTRATE REFILL' pack with the Neutrogena logo and text: 'GENTLE FOAMING FACIAL CLEANSER CONCENTRATE REFILL (20 with aloe vera)\*', 'DERMATOLOGIST RECOMMENDED BRAND', 'NET WT. 0.23 OZ (6.7 g)', and 'Fragrance Free'. To the right of the refill pack is an equals sign, followed by a silver reusable pump bottle filled with white foam. Below the water droplets is the text '7.5 FL OZ WATER\*' with a small asterisked note '\*Use drinking quality water'. Below the refill pack is the text '1 CONCENTRATE REFILL'. Below the reusable bottle is the text '7.5 FL OZ FOAMING FACE WASH' with a small asterisked note '\*Reusable bottle sold separately'.



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# BlueSky thinking... Available for download

"From Pill Jars to  
Sports Nutrition -  
An in-depth  
analysis of Duma  
packaging."

**DOWNLOAD HERE**



The image shows the cover of a document titled "BlueSky thinking...". The top half features the title in a bold, sans-serif font next to a decorative graphic of blue swirls. Below the title is a photograph of a person in a blue apron holding a large white plastic jar and using a spoon to scoop powder from it. The bottom half of the cover is a dark blue sidebar with white text listing document sections: "HDPE: A brief overview" (Page 3), "For different industries" (Page 5), and "Tamper Evident & Child Resistant" (Page 9). To the right of this sidebar is a white section with the main title "From Pill Jars to Sports Nutritional Powders - An In-Depth Analysis of Duma Packaging's Versatile Offerings" and an "Introduction" section. The introduction text discusses the role of packaging in modern industries and the properties of HDPE. The BlueSky logo is at the bottom left, and a small page number "1" is at the bottom right.

**BlueSky  
thinking...**

**From Pill Jars to Sports  
Nutritional Powders - An  
In-Depth Analysis of Duma  
Packaging's Versatile  
Offerings**

**HDPE: A brief  
overview**  
PAGE 3

**For different  
industries**  
PAGE 5

**Tamper  
Evident &  
Child  
Resistant**  
PAGE 9

**Introduction**

Packaging is an essential aspect of modern industries, serving as a critical bridge between businesses and consumers. In this context, High-density polyethylene (HDPE) containers, such as the Duma range, have emerged as a trusted solution across various sectors.

HDPE, renowned for its remarkable durability, lightweight nature, and cost-effectiveness, has become a preferred choice for a wide range of applications, ranging from pharmaceuticals and food and beverage to personal care products.

**BlueSky**

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# Unlimited Possibilities



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