

OCTOBER 2023

UPP

UNLIMITED PACKAGING POSSIBILITIES



Sustainability Pressures & Skinny Design



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 **BlueSky**

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

This report highlights "skinny design" packaging methodology, acknowledged by McKinsey for its merits in enhancing operational and environmental facets of businesses, by ensuring optimised logistics and reduced material usage.

We cover the complex terrain of sustainable packaging practices, noting the struggles of regulatory bodies in the EU and UK as they strive to balance bureaucratic, economic, and sustainability aspects amidst efforts to instate robust regulations.

These instances underscore the pivotal challenges experienced globally in harmonising economic stability and sustainability objectives within the packaging sector.

Simultaneously, the report ventures into the realm of consumer beauty trends, spotlighting Boots' No7's novel Derm Solutions skincare line and personalised in-store consultation service, and identifying pivotal 2023 haircare trends.

Alu-minimal IMPACT

THE SUSTAINABLE FUTURE OF BEVERAGE PACKAGING

What's new from BlueSky?

In a strategic move to enhance our aluminium bottle range, we have significantly bolstered our offerings to cater to the diverse needs of the beverage market, providing a spectrum of new and environmentally efficient packaging solutions.

Notably, the **5cl beverage shot bottles** have been meticulously designed, featuring a refined slender neck and equipped with a tamper-evident ROPP (Roll-on Pilfer-Proof) closure, ensuring product integrity and consumer safety, while offering compatibility with both screw neck and ROPP neck designs.



The **5-6cl beverage shot bottles**, are crafted to be lightweight and unbreakable, are ideal for the travel industry with an ROPP neck and a tamper-evident closure, enabling a hassle-free, secure packaging solution conducive to on-the-go consumption.



The **70cl beverage spirit bottles** have been engineered to be substantially lightweight compared to traditional glass counterparts, thereby facilitating significant savings in transportation, storage, and minimising the potential for breakages, presenting a cost-effective, sustainable option for brands while maintaining optimal product quality and consumer experience



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- Each bottle provides 40 units of spirit

50cl Cocktail Bottles

Great for pre-mixed cocktails

- Your premium beverage partner
- Crafted for spirits and pre-mixed cocktails
- Aluminium packaging ensures your beverage stays untouched by light and air, preserving taste and quality sip after sip

5cl Spirit Bottles

Perfect for alcoholic shots & sample packs

- Sleek and modern design
- Durable design is lighter than glass
- This eco-friendly bottle is perfect for on-the-go moments and outdoor adventures

3cl Spirit Bottles

Perfect for smaller shots

- This bottle guarantees hassle-free toasts and sips
- Light, durable and infinitely recyclable giving you sustainable shot's



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Embracing Skinny Design in Packaging - McKinsey

Embracing the "skinny design" in packaging, which involves using fewer and alternative materials, as well as rethinking package shapes, has been recognised as a remarkably beneficial practice by McKinsey.

From a business perspective, this concept means that intelligently designed, smaller packages allow more units to occupy the same space and potentially weigh less, leading to more efficient warehousing and logistics, reducing the number of containers and truck trips required. Consequently, this can result in top-line growth of 4 to 5 percent and savings up to 10 percent, thanks to the increased efficiency in storing and transporting products, reduced labour needs for shelving items, and minimised stockouts.

Skinny design doesn't just score points in operational efficiency; it also presents a significant environmental upside. The reduction of material and energy usage in packaging, coupled with the lighter designs that allow for more units per shipping container, lowers fuel consumption and diminishes carbon footprints. Furthermore, with sustainability at the forefront of modern consumer demands, integrating alternative, eco-friendly materials becomes pivotal. Adopting such approaches not only aligns with stricter upcoming regulations but also establishes a company's reputation as environmentally conscious, which is progressively becoming a competitive necessity in various markets.

Source: Packaging Europe - McKinsey on how packaging can help the industry, consumers - and the environment - 4th October, 2023



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European Union's Packaging Rules Overhaul Delay

EURACTIV.com delves into the European Union's endeavor to revamp packaging rules to drive more sustainability in the sector and curtail waste. However, the Packaging and Packaging Waste Regulation (PPWR) is faced with delays due to the intricacies of the legislation, hinting at the bureaucratic hurdles that could impede the swift adoption of more sustainable packaging practices across the EU.

This delay may mirror the broader challenges faced by regulatory authorities in harmonising and enforcing sustainability-oriented packaging regulations across diverse member states, given the varied interests and capabilities among them.

The article underscores the criticality of having a coherent and effective legislative framework to propel sustainability in the packaging sector, urging for a more streamlined approach to overcome bureaucratic complexities and accelerate the transition towards eco-friendly packaging solutions.

Source: Euroactiv - EU's packaging waste law facing delays - 26th September 2023



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UK's postponement of packaging recycling payments

A report from Packaging World on October 2, 2023, elucidates the UK's decision to postpone regulations concerning payments for packaging recycling until October 2024. This postponement is attributed to economic challenges, indicating the financial considerations that are integral when implementing sustainability-oriented regulations.

The delay could potentially impact the pace at which packaging recycling initiatives are adopted and might reflect a broader challenge in balancing economic considerations with environmental sustainability in the packaging sector.

The postponement highlights the intricate interplay between economic factors and sustainability goals in the packaging sector, emphasizing the necessity for a balanced approach to ensure that sustainability initiatives are economically viable and effectively implemented.

Source: Packaging World - UK postpones packaging recycling payments - 2nd October 2023



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100%
recyclable



Endlessly
reusable



Range
of sizes



Pumps &
closures
available

RECYCLE



GreenDot and Synextra forge strategic partnership for plastic recycling innovation

GreenDot and Synextra have announced a strategic alliance, focusing on enhancing plastics recycling through the preparation of feedstock for chemical recycling and crafting high-quality mechanically recycled compounds. This collaboration aims to develop a comprehensive solution for recycling a wide array of plastic waste, particularly emphasising waste streams unsuitable for mechanical recycling. By implementing a range of mechanical and chemical recycling solutions on an industrial scale, the companies intend to reintegrate plastic waste, presently leaking from the value chain, back into a recycling loop, striving towards sustainability and reduced environmental impact.

The partnership is deeply rooted in the shared vision of "closing the loop for difficult-to-recycle plastics packaging," as highlighted by GreenDot Group CEO, Laurent Auguste. With Synextra's accumulated expertise in plastic waste sorting and mechanical recycling, and its role in supplying feedstock to some of Europe's largest chemical recycling plants, the collaboration is poised to expedite circular economy development in the plastics sector. The CEOs of both companies expressed anticipation for the growth and further development in the circular plastics space, recognising the potential of their combined capabilities to innovate and elevate recycling practices.

Source: Packaging Europe - GreenDot and Synextra join forces - 3rd October, 2023



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No7 Derm Solutions, Targeting Specialised Skin Concerns

Boots' No7 has introduced Derm Solutions, a new skincare line developed with 'dermatologist-grade technology' and resulting from over a decade of research in the healthy skin category, targeted to address specific skin issues such as acne, rosacea, psoriasis, and eczema through a range of core calming and specialised treatment products, utilising ingredients such as custard apple, red clover, and ginseng.

Alongside the launch, No7 also presents Skin Solutions, a complimentary in-store skin care consultation service, where customers can avail themselves of up to three personalised sessions over a span of 12 weeks, utilising Derm Scan technology to assess various aspects of skin health.



This strategic move by No7, offering both targeted products and personalised consultations, aims to meet the recognised "growing need for skin health products and expertise among British shoppers," addressing the challenge where 56% of UK consumers find skincare shopping confusing and providing a solution that offers expert advice and tailored product recommendations.

Source - Cosmetics Business - Boots enters cosmeceuticals with No7 Derm Solutions - 28th September 2023



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Cosmetics Business reveals top 5 hair care trends of 2023

In a new report, Cosmetics Business underscores five pivotal hair care trends shaping the industry in 2023, spotlighting a sector experiencing robust growth and consumer focus.

Firstly, anti-dandruff care is being reimagined, transforming from a purely clinical solution to a beauty-oriented, consumer-friendly product line that couples efficacy with aesthetic appeal.

Secondly, the emergence of overnight scalp serums as a key hair care trend, offering lightweight, potent treatments that work while consumers sleep, mirrors skincare's popular 'slugging' trend.

Thirdly, 'miracle' hair waters have emerged, providing rapid, easy-to-use treatments that

deliver notable shine and smoothness without weighing hair down.

Fourth, Rosemary Oil experiences a renaissance due to its viral reputation on TikTok as a potent hair growth treatment, spotlighting brands that have utilised this ingredient for years.

Lastly, the trend of 'hair cycling' has come to the fore, representing the practice of rotating various hair care products to address changing hair and scalp needs, leveraging social media virality to introduce and educate new, younger audiences on seasoned hair care practices. This synthesis of trends exemplifies the industry's adept response to consumer demands for premium, innovative, and health-focused hair care solutions.

Source: Cosmetics Business - Top 5 hair care trends of 2023 - 3rd October, 2023



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WHICH MINI PRODUCT ARE YOU MOST EXCITED ABOUT?



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