

UPP

UNLIMITED PACKAGING POSSIBILITIES



Advancing Sustainable People-focused Solutions



Unilever & post-consumer resins

PAGE 3

Nestlé decrease virgin plastic

PAGE 4

Bayer's AQR innovation

PAGE 5

Skincare calls for specialised packaging

PAGE 10

 **BlueSky**

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

In the rapidly evolving world of sustainable packaging, major players like Unilever, Nestlé, and Bayer are leading the charge. Our latest trend report delves into how these giants are pioneering innovative approaches to reduce plastic waste and enhance recyclability.

Unilever's impressive reduction in virgin plastic usage and Nestlé's strides in plastic reduction and recycling initiatives showcase industry-wide commitments to sustainability.

Meanwhile, Bayer is breaking new ground with digital inclusivity through Accessible QR codes.

Alongside these, we'll also explore challenges highlighted in WRAP's Plastics Pact 2025 and Avon's strategic shift to physical stores.

Plus, the burgeoning skincare packaging market reflects a broader trend of environmental consciousness merging with consumer demand for efficacy.

Navigate our PCR Content Range



What's new from BlueSky?

We've enhanced our website by specifically focusing on making it easier and more intuitive for those seeking packaging solutions with post-consumer recycled (PCR) content.

By improving access to products with PCR content, we're taking a step forward in reducing environmental impact and supporting circular economy principles.

Your feedback is invaluable! We invite you to explore the updated sections of our website and share your thoughts. Are you finding the information you need? Is the navigation intuitive? Your insights will help us continuously improve and better serve our customers.

[BlueSky website - Recycled Content](#)



SPOTLIGHT ON RECYCLED CONTENT

We now have a specific 'Recycled Content' subsection within our product filter. You are now able to select the Post-Consumer Recycled (PCR) content ranging from 10% to 100%.



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Unilever underlines commitment to post-consumer resins

Unilever is making significant strides in sustainable packaging, as highlighted in a recent article by Packaging Europe. The company, following the Ellen MacArthur Foundation and UNEP's Global Commitment 2023 Progress Report, has been working towards a waste-free world with sustainable product packaging.

Unilever's global head of Packaging, Pablo Costa, noted that the company has successfully reduced its use of virgin plastic by an average of 13% and increased the use of post-consumer resin (PCR) from 1% to 21% in four years. This effort aligns Unilever with other top-performing signatories like Henkel, Nestlé, and Schwarz Group.

However, Unilever faces challenges in achieving its goal of 100% recyclable, reusable, or compostable packaging, mainly due to limitations in local recycling infrastructure. While the company designs for recycling and achieves technical recyclability, issues in collection, sorting, and processing facilities impede full realisation of these efforts, especially for hard-to-recycle flexible plastics. To address these challenges, Unilever is calling for bolder innovations and larger-scale solutions, planning to update its sustainability strategy accordingly.

Source: Packaging Europe - Illuminating Unilever's Roadmap to Plastic Reduction - 7th November 2023



Nestlé - decrease in virgin plastic consumption

Nestlé has made notable progress in sustainable packaging practices over the past five years, as detailed in a Packaging Europe article. Since joining the Global Commitment on plastic waste in 2018, Nestlé has been among the leading brands in reducing virgin plastic use and enhancing recyclability.

The company reports a 10.5% reduction in virgin plastic packaging and has surpassed its peak consumption of virgin plastic and carbon emissions. Nestlé aims to reduce its use of virgin plastics by one-third by the end of 2025, as evidenced by the introduction of lighter Nescafé Dolce Gusto capsules, expected to save over 2,500 tonnes of polypropylene.

To support recycling where infrastructure is lacking, Nestlé is backing the development of recycling systems and advocating for a Global Plastics Treaty. The company has been involved in 220 initiatives worldwide to develop collection, sorting, and recycling schemes, including a significant waste collection program in Malaysia.

Antonia Wanner, Nestlé's head of ESG Strategy and Deployment, emphasises the company's efforts in developing new packaging materials and redesigning packaging for the circular economy. Nestlé is also advocating for harmonised regulation and encouraging behavioral change.

Source: Packaging Europe - Nestle Gives Update on Sustainable Packaging Progress - 3rd November 2023



Bayer launches the World's first accessible QR code in health care

Bayer Consumer Health UK, in partnership with Zappar and the Royal National Institute of Blind People (RNIB), has introduced an Accessible QR code (AQR) on its Canescocool Soothing Gel Cream packaging. This initiative, a first for a women's intimate health brand, aims to assist blind or partially sighted individuals.

The AQR codes, compatible with popular accessibility apps, offer structured product information through text-to-speech and direct users to a dedicated landing page with more details and a myth-busting quiz.

Mike Knowland of Bayer highlights this as a significant step in digital inclusivity in health care, marking the start of Bayer's plan to include AQR codes in more products. Marc Powell from the RNIB emphasises the importance of accessible health information and encourages other brands to adopt similar technologies for the visually impaired.

Source: Bayer UK - Bayer Launches the World's First Accessible QR Code in Healthcare - 17th October 2023

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WRAP's Plastics Pact targets 'will not happen' by 2025 despite progress

In the 2022/23 progress report on its Plastics Pact 2025 initiative, WRAP, as reported by Let's Recycle, acknowledges that despite progress, the initiative's targets are unlikely to be fully met by the 2025 deadline without stronger regulation.

The Pact, with over 120 signatories, aims to eliminate problematic single-use plastic packaging and ensure all plastic packaging is recyclable, reusable, or compostable. Significant achievements include a 99.6% reduction in the sale and distribution of problematic single-use items and an increase in recyclable packaging to 71%. However, the UK's plastic recycling rate is currently at 55%, below the 70% target, and the recycled content in plastics has reached 24.1%, short of the 30% goal.

WRAP's chief executive, Harriet Lamb, highlights the essential role of public-private partnerships and regulatory frameworks in tackling plastic pollution. The report identifies key challenges, such as the need for widespread collection, sorting, and recycling of plastic bags and wrapping. Future plans include a focus on reusable packaging, a reuse and refill packaging industry roadmap, and addressing the recycling of film once kerbside collections are implemented. Despite the progress made, the report underscores the need for more robust government policies and industry collaboration to achieve the ambitious targets of the Plastics Pact 2025.

Source: Let's Recycle - WRAP's Plastic Pact targets 'will not happen' by 2025 despite progress - 13th November 2023

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Avon set to open physical stores in UK market

Avon is set to open physical stores in the UK for the first time, as reported by the BBC. This marks a significant shift from its traditional model of door-to-door sales and a recent focus on online sales, accelerated by the Covid pandemic.

The 137-year-old company plans to launch these stores in the next two months, targeting "neighbourhood communities" rather than traditional High Streets. The stores, described as "mini beauty boutiques," will feature a selection of Avon's range. This move is part of a broader strategy to follow customers "wherever they spend their time," according to global chief executive Angela Cretu. Besides the UK, Avon is also opening outlets in Brazil and South Africa, adding to its existing 63 stores in Turkey.

The physical stores could offer a unique community and human touch, crucial for beauty products traditionally sold in shops. Avon aims to leverage these stores to boost its business model, offering door-to-door sales reps training to run these new outlets as franchises. This strategy is expected to empower women, particularly in areas where starting a business is challenging. Additionally, Avon is expanding its presence in Superdrug stores, following a recent partnership that saw its products sold in selected branches of the pharmacy chain.

Source - BBC - Avon to Open Physical Shops in the UK for the First Time - 13th November 2023



Skincare market drives specialised packaging

The skincare packaging market is evolving rapidly, driven by the booming global skincare industry, expected to reach \$273.3 billion by 2031. Brands are increasingly focusing on innovative packaging designs and formulations to stand out in a crowded market.

Various materials like plastic, glass, and aluminium are being used for diverse products, from cleansers to serums. Serums, particularly popular, are seeing a rise in demand for dropper packs for hygienic and targeted applications. The demand for skincare solutions targeting specific issues like acne and pores is also driving innovation in packaging and product formulation, with brands like Benefit focusing on pore care and Olay on serums with activated niacinamide.

Sustainability and science-backed efficacy are key trends shaping the future of skincare packaging. Consumers are seeking products with proven results, leading brands to emphasise clinical testing and scientific validation. Packaging solutions are also adapting, with a focus on airless and sustainable options, including refillable designs and materials that are easily recyclable.

The packaging industry is thus witnessing a convergence of design innovation, environmental consciousness, and consumer demand for efficacy, shaping a dynamic future for skincare products and their presentation.

Source: Beauty Packaging - How the Competitive Skincare Market is Driving Specialised Packaging - 25th October 2023

Unlimited Possibilities



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