

JANUARY 2024

# UPP

UNLIMITED PACKAGING POSSIBILITIES



## Innovative Horizons: Shaping the Future of Packaging



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

Welcome to the January 2024 edition of BlueSky's UPP, which stands for Unlimited Packaging Possibilities. This edition delves into the dynamic world of packaging, exploring cutting-edge trends and impactful solutions. We highlight advancements in sustainable, people-focused approaches that are reshaping the industry.

From the latest in packaging materials to the integration of artificial intelligence, this report provides insights into how these developments are influencing various sectors, including personal care and the spirits market. Join us in discovering how these innovations are not only meeting current market demands but also paving the way for a more efficient and sustainable future in packaging.



# WE ARE EXHIBITING

21 & 22 February 2024

The NEC, Birmingham

Visit us at stand G100

We are thrilled to announce our participation in the upcoming Packaging Innovations & Empack 2024. This significant event, scheduled for the 21st and 22nd of February at the NEC in Birmingham, represents a much-anticipated return for BlueSky.

Showcasing a Broad Range of Products  
Visitors to stand G100 will have the opportunity to explore our extensive product offerings, centred around our core product ranges that cater to our customers in the personal care, home care, health care, and beverage industries. We will also be promoting several new launches, so make sure you visit us and check them out!

#### Highlighted Ranges at the Event:

- Aluminium Packaging Solutions
- PCR PET
- Clear PET
- Closures & Dispensers
- Duma Range
- Lotion Pumps.
- Airless Packaging Solutions

“We are absolutely delighted to be part of Packaging Innovations & Empack again. It’s an event that allows us to connect with our existing and prospective customers, as well as industry peers, and showcase our dedication to offering high-quality and sustainable packaging solutions. We can’t wait to welcome you to our stand!”

Laura Grant  
Marketing Manager  
BlueSky



Don't Miss Out!

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# Packaging trends - what to follow

Here are the key takeouts from the Packaging Europe's vision for the packaging industry in 2024:

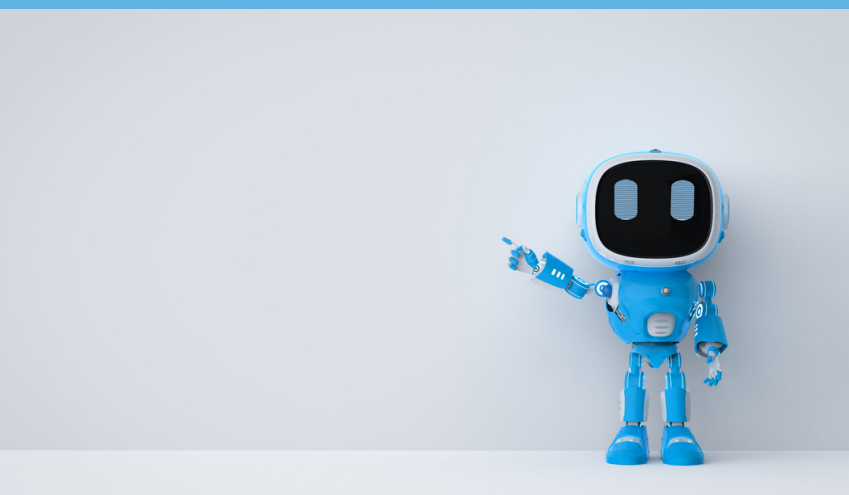


## UN Resolution on Plastic Pollution

A UN resolution was adopted in March 2022 to tackle plastic pollution. The Intergovernmental Negotiating Committee (INC) is working on developing a legally binding instrument to address this issue. The fourth session (INC-4) will take place in April 2024 in Ottawa, Canada, focusing on finalising text options.

## Rise of Artificial Intelligence

AI is emerging as a disruptive technology in the packaging industry. It offers various applications, including optimising production lines, sorting materials in waste streams, marketing, recycling, sustainability measures, robotics, supply chain connectivity, and enhancing inspection performance.



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## Reusability Initiatives

There is a focus on reuse and refill schemes, with startups and major brands piloting various initiatives. Packaging will need collaboration among global policymakers, manufacturers, supply chain members, retailers, and consumers for reuse to become a major part of the packaging value chain.



## Fibre-based Packaging Developments

Innovations in fibre-based packaging are being developed, including bottles with plant-based coatings and products from crop residue. There's a focus on creating a more efficient lifecycle for fibre-based packaging, particularly around recyclability at the end of life.



## Packaging and Packaging Waste Regulation

The European Parliament has adopted the Packaging and Packaging Waste Regulation, sparking varied reactions. Upcoming negotiations in January 2024 will further shape this regulation, with ongoing industry concerns and criticisms.

Source: Packaging Europe, [The Packaging Stories and Trends to Follow in 2024](#), 2nd January 2024



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# Packaging trends and predictions

Packaging News have published an article by **Dan Brasier**, chief executive of **Southgate Global**, who details the most pressing packaging trends for the year ahead.

The article discusses the increasing importance of data optimisation in business operations, emphasising its role in processing large volumes of data and making quick, intelligent decisions. Brasier highlights the necessity of accurate initial data input to maximise the efficiency of advanced technologies.

He discusses the concept of the Mobile Powered Workstation (MPW), which streamlines data entry by eliminating the need for manual note-taking and reducing the risk of data entry errors. This innovation not only boosts productivity but also ensures the accuracy of data, which is crucial for the effective use of digital processes.

Additionally, the article addresses the surge in e-commerce and its implications for supply chain management, particularly in the context of the UK market where e-commerce sales are projected to reach £160bn by 2024.

It underscores the need for businesses to adapt their last mile processes to meet evolving consumer expectations, such as the demand for next-day delivery.

Furthermore, it underscores the growing focus on reducing carbon emissions in logistics, with companies striving to develop strategies that mitigate their environmental impact.

Source: Packaging News, [Dan Brasier - The Year Ahead: Packaging Trends and Predictions](#), 2nd January 2024



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## Personalisation

The current trends in packaging for beauty and personal care products emphasise ultra-personalisation through tech-enabled, sensory appealing designs.

## Blue Beauty

Focussing on ocean protection with sustainable, ocean-themed packaging.

## Quiet Beauty

Which values simplicity and sustainability with reusable materials like ceramic and wood.

# Spotlight on 2024: Top trends impacting personal care, skincare & hair care

What can we expect 2024 to bring? Here, we summarise the exciting developments affecting these industries, as reported by Cosmetics Business.

Source: Cosmetics Business, [Beauty Trends to Look Out for in 2024](#), 2nd January 2024.

## Oasis in Dystopia

Addressing global challenges through climate-adaptive solutions and moody, organic designs.

## Looking for Eternity

Which centres on aging gracefully with clean, innovative packaging for beauty treatments and nutri-cosmetics.



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# Trends shaping the beauty industry - Mintel

The 2024 Global Beauty and Personal Care Trends report by Mintel highlights three significant trends shaping the beauty industry: the mind-body connection (NeuroGlow), artificial intelligence (Beaut-AI), and a move towards minimalism with a focus on efficiency and effectiveness (Sophisticated Simplicity).

The **NeuroGlow trend** emphasises the interconnection of mental and physical well-being, with 70% of U.S. consumers showing a willingness to pay more for beauty and personal care (BPC) products that enhance mood and reduce stress. This trend is fostering a comprehensive approach to beauty that combines external appearance enhancement with mental and emotional well-being.

The **Beaut-AI trend** demonstrates a growing interest in hyper-personalised products, with 28% of U.S. consumers interested in products tailored through biometric data like DNA. Artificial intelligence is revolutionising the industry by accelerating product development, promoting inclusivity, and offering personalised solutions.

The **Sophisticated Simplicity** trend signifies a paradigm shift towards products that prioritise efficacy and functionality over aesthetic packaging or marketing gimmicks. Looking ahead, this trend is expected to evolve through innovation and eco-conscious practices, with a focus on new-age minimalism and coded luxury.

Source: CosmeticsDesign-USA, [Mintel - 2024 Global PBC Trend Report Key Takeaways](#), 7th December 2023



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# The delay to EPR - Supplier perspectives

In early December 2023, Packaging news conducted an interview with seven packaging industry experts about their take on the delay to the Extended Producer Responsibility (EPR).

The interview with waste management experts reveals a broad consensus on the challenges and opportunities presented by the delay in the implementation of Extended Producer Responsibility (EPR) reforms. Industry leaders like Donald Macphail from Veolia UK and Andrew McCaffery from Ecoveritas acknowledge that while the delay is frustrating, it provides a crucial opportunity to refine the focus of the EPR scheme on difficult-to-recycle materials like composites and laminates. They emphasise the need for increased investment and research in this area, as well as the importance of eco-design.

Louisa Goodfellow from Ecosurety and Steve Gough from Reconomy brand Valpak also highlight the necessity of adequate preparation time for businesses to comply with the new regulations, especially in light of the approaching election and the complexity of the reforms. Despite the delay, there is a general confidence that EPR reforms will proceed, with an emphasis on building more clarity and cooperation among government, industry, and councils.

Regarding the readiness of the packaging industry for EPR changes, the consensus is that the industry is actively preparing, but challenges remain. The interviewees suggest that while progress is being made, there is still much work to be done in terms of clarity and readiness for the impending changes.

Source: Packaging News, [Supplier Analysis - Waste & Recycling Reforms Face Scrutiny](#), 4th December 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.

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



# 100% PCR PET for L'Occitane

**L'Occitane, a leader in the beauty retail sector, is making concerted efforts to minimise its environmental footprint, focusing on both product formulation and packaging development.**

In October 2022, the brand tested bottles made from 100% recycled PET, using technology from Loop Industries. This pilot, involving 2,000 shower oil bottles from their Almond range, was a key step towards L'Occitane's goal of using completely sustainable PET plastic in all bottles by 2025.

The technology from Loop Industries transforms PET and low-value polyester fibers into high-purity, virgin-quality materials that are recyclable, aligning with L'Occitane's sustainable packaging design initiatives over the past 13 years, which include eco-refills, in-store collection, recycling services, and the use of 100% recycled bottles

L'Occitane's approach to packaging sustainability revolves around three core principles: Reduce, Recycle, and React. 'Reduce' focuses on creating eco-friendly packaging and promoting reuse through alternatives like eco-refills and refill fountains. 'Recycle' involves moving towards a circular economy by using recycled materials and transforming all waste into resources. 'React' includes collaborating to build a sustainable future, involving partnerships and innovative initiatives. These efforts demonstrate L'Occitane's commitment to environmental responsibility and its proactive role in addressing global plastic pollution concerns.

Source - Internet Retailing, [Case Study: L'Occitane](#), 3rd January 2024.



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# Circular retail initiative by premium spirits brand

**The new circular retail initiative by ecoSPIRITS France and La Maison du Whisky represents a significant shift in the retail sector for premium and exclusive spirits, aligning with French anti-waste legislation.**

This collaboration introduces a refill solution where limited-edition spirits, developed exclusively for this partnership, are not available in traditional glass bottles but delivered in ecoSPIRITS' ecoTOTE format. In-store, consumers use SmartPour 2.0S technology to fill their own bottles, a process enhanced by the aesthetic appeal of the bronze-coloured units, reminiscent of copper pot stills. The initiative offers specifically branded reusable bottles in various sizes, each completed with a label and a wooden bottle cap featuring the ecoSPIRITS logo.



This project marks the first introduction of ecoSPIRITS' closed-loop technology to European retailers and features an initial lineup of spirits including Compass Box Synthesis, Christian Drouin Verger Sauvage gin, Renegade Hope rum agricole, and Amorik single malt whisky. As part of this initiative, new special-release spirits will be introduced periodically, including seasonal variants.

Source: Packaging Europe, [Circular retail concept for premium spirits launched by ecoSPIRITS and La Maison du Whisky](#), 3rd January 2024.



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3. Improved aesthetics
4. Perfect balance of practicality and style
5. Rapid delivery from stock
6. Luxurious look

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# Cosmetic regulations round-up: 2023

**CosmeticsDesign-Europe have compiled a thorough round-up of cosmetic regulatory news from 2023. Here's some of the key points:**

In 2023, the cosmetics industry in Europe faced significant regulatory changes. The EU Packaging and Packaging Waste Regulation (PPWR) is set to introduce new rules in 2024 aimed at reducing packaging pollution and promoting recycling. This includes a plan to ensure all packaging is recyclable by 2035 and a ban on 'forever chemicals' in cosmetic packaging. In the UK, a similar initiative, the Extended Producer Responsibility (EPR), will require brands to financially contribute to the costs of packaging recycling, set to be enforced in October 2025.

Furthermore, EU regulations are set to impact ingredient usage in skincare and personal care products. These include restrictions on Kojic Acid, Genistein, Daidzein, 4-Methylbenzylidene

Camphor, Alpha-Arbutin, Arbutin, and certain Vitamin A compounds. Compliance with these new ingredient limits is required by 2024 or 2025, depending on the ingredient.

The EU has also implemented new guidelines on the use of glitter in beauty products, banning non-biodegradable, insoluble plastic glitter to reduce ocean pollution.

Additionally, the EU is working on a roadmap to strengthen the cosmetics animal testing ban, addressing the contradictions with the REACH chemicals regulation.

The EU Deforestation Regulation (EUDR), which came into force in June, mandates companies to ensure their products are not linked to deforestation, with a comprehensive due diligence process required for compliance.

Source: CosmeticsDesign-Europe, [Cosmetic Regulations Round-up: 2023](#), 22nd December 2023



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# Sensory beauty

**The rising trend in sensory beauty, increasingly influenced by platforms like TikTok, is revolutionising the beauty, personal care, skincare and hair care industry.**

Consumers are seeking out cosmetic and personal care products that offer an enhanced sensory experience - a "sensory shock and awe" that goes beyond traditional delight or surprise.

This trend, which has grown since the COVID-19 pandemic, is driven by a desire for products that provide a heightened, prolonged sensory experience, and is a key differentiator in a competitive market.

Key sensory factors in beauty products include fragrance and texture. Fragrance, whether present or absent, is often the primary sensory attribute for consumers trying new beauty products. In the realm of serums and skincare, the focus is on creating products with a smooth sensorial effect, appropriate spreadability, and viscosity for a soothing experience. Additionally, the visual appeal of products has become increasingly important, especially for younger consumers influenced by social media. Physical motion in beauty products, such as facial massaging and exercises, is another innovative aspect in sensory beauty

Source - CosmeticsDesign-Europe, [Seeing Sense: Innovating in Sensory Beauty](#), 18th December 2024.

# Unlimited Possibilities



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