

MARCH 2024

# UPP

UNLIMITED PACKAGING POSSIBILITIES



## Packaging the Future



### Including:

**PPWR deal on imported recyclate**

**PAGE 4**

**New trends in home care**

**PAGE 7**

**Extended Producer Responsibility**

**PAGE 9**

**Aluminium bottles shine for beverages**

**PAGES**

**10 - 11**



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

Welcome to the March 2024 edition of BlueSky's UPP, which stands for **Unlimited Packaging Possibilities**. Our latest trend report encapsulates the latest in sustainability and packaging innovations, spotlighting significant developments from the PPWR agreement on imported recycled plastics to emerging trends in home care and the cosmetic industry's focus on Generation Alpha. It covers the strategic shift towards aluminium

bottles by major brands and airlines for environmental benefits, innovative recycling technologies by Dow & P&G, and previews the crucial discussions at INC-4 in Ottawa, Canada, for a global plastics treaty. These insights and advancements outline the evolving landscape of the packaging and consumer goods industries, underscoring the collective push towards more sustainable practices and regulations.



# New BlueSky additions: Aluminium Pill Jars

In response to the burgeoning demand within the health and wellness industry, we are proud to introduce FDA-approved aluminium pill jars to our aluminium offer. Tailored for nutraceuticals, vitamins, and supplements, these jars embody the perfect fusion of sustainability and sophisticated design, catering to the dynamic needs of today's health-conscious consumers.

The health and wellness sector is experiencing rapid growth, propelled by consumers seeking products that enhance physical health and overall wellbeing.

These aluminium pill jars, ranging from 125ml to 350ml, are designed with this in mind. They offer the durability and safety features needed in today's market, aligning seamlessly with the shift towards holistic health solutions.

Featuring a uniform 38/400 neck size across the range, the jars are compatible with a variety of BlueSky cap options to suit different requirements:

- Tamper-evident induction heat seal (IHS) lined caps for assured product integrity
- Child-resistant caps for safety without compromising accessibility
- Expanded polyethelene (EPE) lined lined caps for a reliable seal and moisture barrier
- Smoothwall tinplate caps
- Aluminium caps for a cohesive, mono-material pack
- Shrink seal options for a simple, tamper-evident finish

Explore the range [here](#).



BlueSky  
Horizon House  
Estate Road Five  
Grimsby  
DN31 2TG

[blueskysolutionsuk.com](https://www.blueskysolutionsuk.com)  
+44 (0)1472 240 940  
[sales@blueskysolutionsuk.com](mailto:sales@blueskysolutionsuk.com)

[BlueSky LinkedIn](#)



# Coming into BlueSky stock soon: 100% PE Disc Top

Made entirely from polyethylene (PE), this disc top ensures that the entire package can be fully recycled when paired with PET or PE bottles. This aligns perfectly with brands striving for sustainability, offering a completely recyclable option that doesn't compromise on functionality or design.

Beyond its recyclable nature, the disc top boasts features like a lockable design to prevent accidental spills, making it an excellent choice for products used in dynamic environments. Its shower-proof capability makes it particularly suitable for shampoos, conditioners, and shower gels, protecting the contents from water intrusion. Furthermore, designed to meet the rigours of e-commerce shipping with ISTA 6 compliance, this disc top promises to maintain the integrity of products through the shipping process.

**100% PE**  
**RECYCLABLE**  
Perfect for creating your mono-material pack

FULLY RECYCLABLE CLOSURE



BlueSky  
Horizon House  
Estate Road Five  
Grimsby  
DN31 2TG

[blueskysolutionsuk.com](https://www.blueskysolutionsuk.com)  
+44 (0)1472 240 940  
[sales@blueskysolutionsuk.com](mailto:sales@blueskysolutionsuk.com)

[BlueSky LinkedIn](#)



# PPWR deal on imported recyclate

The recent COREPER deal on the Packaging and Packaging Waste Regulation has sparked a vibrant conversation. This agreement, heralded by the European Recycling Industries' Confederation (EuRIC), marks a pivotal step toward aligning imported recycled plastics with the rigorous EU standards. It's a move poised to bolster European competitiveness and enforce a more circular economy in packaging, enhancing the quality of recyclate entering the EU market. Yet, this regulation carries a double-edged sword, as it also introduces concerns about the potential disruption to Europe's internal market by allowing member states to prioritise access to recycled plastics.

The heart of the regulation aims to foster an environment where sustainability and industry growth go hand in hand, emphasising the significance of ambitious recycled content targets.

These targets are not just numerical goals; they're a focus for driving investment within Europe, promising a future where circular packaging products thrive alongside green industrial jobs. It's a narrative of progress, where operational challenges such as supply chain agility and the provision of expert packaging consultancy are met with innovative solutions, underlining the importance of a harmonised approach to sustainability across the continent.

This evolving regulatory framework underpins a clear message: the future of packaging hinges on a delicate balance between environmental stewardship and market dynamics. The path forward is shaped by a collective effort to enhance the recyclability of packaging, ensuring that every stakeholder in the supply chain, from manufacturers to end consumers, plays a part in fostering a more sustainable, circular economy.

**Source: Packaging Europe, PPWR deal could bolster imported recyclate quality but disrupt internal market, 18th March 2024**



BlueSky  
Horizon House  
Estate Road Five  
Grimsby  
DN31 2TG

**blueskysolutionsuk.com**  
+44 (0)1472 240 940  
sales@blueskysolutionsuk.com

**BlueSky LinkedIn**



# Packaging and the circular economy

The Euromonitor article "[Unwrapping Sustainable Packaging: Redesign for Circularity](#)," released during [Global Recycling Awareness Week](#), provides vital insights into the evolving landscape of sustainable packaging.

Here are some key take-outs:

**Market Trends:** Sustainable packaging is gaining momentum, with eco-friendly products outperforming others in most industries. This trend underscores the significant business opportunity in adopting sustainable packaging solutions.

**Consumer Influence:** A majority of consumers are actively seeking sustainable options, though obstacles such as cost and unclear labelling persist. Brands that provide clear, substantiated environmental claims on packaging can better align with consumer values and expectations.

**Design and Innovation:** Cost-efficiency and environmental impact reduction are achievable through strategic packaging design—like using recyclable materials, materials with [recycled content](#), and solutions such as [refill pouches](#). Examples like Henkel's recyclable pouch and Amazon's paper mailers illustrate the shift towards more sustainable practices.

Source: Euromonitor, [Unwrapping Sustainable Packaging: Redesign for Circularity](#), 21st March 2024

# Aluminium

## The Recyclable Reusable Super material



[SHOP NOW](#)

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



# Adapting to change: New trends in home care

**Euromonitor have provided a comprehensive analysis of changing consumer behaviours towards home cleaning, highlighting trends in "occasion cleaning," the impact of shrinking household sizes, and the influence of pet ownership on home care product and appliance use.**

**Shift to Occasion Cleaning:** Post-pandemic, there's a noticeable shift from routine daily cleaning to occasion-based cleaning, attributed to less frequent hosting and pandemic-related fatigue. This trend, coupled with the global trend towards smaller household sizes, is expected to reduce the demand for regular deep cleaning, thus affecting the consumption patterns of home care products and appliances.

**Impact of Pet Ownership:** Contrary to the overall reduction in cleaning frequency, pet ownership,

which remains high, necessitates more regular cleaning. This demographic presents a growth opportunity for home care and appliance sectors, with products and innovations tailored to pet owners' specific needs, like specialised vacuum cleaners and air purifiers, predicted to see an uptick in demand.

**Consumer Demand for Efficient, Multifunctional Solutions:** The move towards less frequent cleaning and the desire for efficiency drive consumer interest towards products that offer multifunctionality and time-saving attributes, such as multipurpose cleaners and advanced cleaning appliances. Innovations in the home appliance sector, particularly those catering to pet owners, like pet hair-resistant washers or robotic vacuum cleaners, align well with the occasion cleaning trend and consumer desire for convenience and efficacy.

**Source:** Euromonitor, [Occasion Cleaning and the Future of Home Care and Appliances](#), 21st March 2024



BlueSky  
Horizon House  
Estate Road Five  
Grimsby  
DN31 2TG

[blueskysolutionsuk.com](https://blueskysolutionsuk.com)  
+44 (0)1472 240 940  
[sales@blueskysolutionsuk.com](mailto:sales@blueskysolutionsuk.com)

[BlueSky LinkedIn](#)



# Generation Alpha: Beauty's big opportunity

**Generation Alpha, those born from 2010 onwards, is rapidly becoming a significant demographic for the skincare industry, blending heightened interest in beauty products with an unprecedented access to information.**

Unlike previous generations, Gen Alpha's exposure to social media platforms and the influence of millennial parents and Gen Z siblings have created a more informed and engaged audience. This generation's engagement goes beyond mere fascination; it signifies a profound shift in how beauty and skincare brands approach marketing and product development. .

However, this also introduces the responsibility of educating them about healthy skin care practices and positive aging, ensuring their enthusiasm is matched with knowledge and understanding.

By focusing on informed, healthy skincare routines and the promotion of positive self-image, the industry can cater to this new generation's needs while fostering a responsible approach to beauty and skincare.

**Source: Cosmetics Business, Gen Alpha is the skincare industry's newest opportunity, and its biggest responsibility, 14th March 2024**



BlueSky  
Horizon House  
Estate Road Five  
Grimsby  
DN31 2TG

**blueskysolutionsuk.com**  
+44 (0)1472 240 940  
sales@blueskysolutionsuk.com

**BlueSky LinkedIn**



# Steering through change: EPR

**The impending implementation of the UK's Extended Producer Responsibility (EPR) scheme brings both challenges and opportunities for businesses, as explored by Gillian Garside-Wight in her analysis, reported in Packaging News.**

**Data Reporting Obligations:** The forthcoming EPR regime introduces rigorous data reporting requirements for companies with significant packaging footprints. Organisations will need to meticulously document the types, materials, and weight of packaging they produce, heralding a shift towards more transparent and frequent reporting. This level of detail aims to foster a deeper understanding of one's packaging impact and paves the way for substantial sustainability shifts.

**Demand for Sustainable Materials:** A critical takeaway is the anticipated surge in demand for recyclable materials and post-consumer recycle.

The EPR scheme, while still under finalisation, signals a clear direction towards enhancing packaging sustainability. Proactive engagement with sustainable materials can mitigate potential financial penalties under EPR, emphasising the need for businesses to adapt their packaging strategies sooner rather than later.

**Strategic Sustainability Moves:** Garside-Wight underscores that inaction is costly. The fee structure of EPR, though not yet finalised, is expected to heavily favour sustainability, with fees modulated based on the recyclability of packaging. Early actions towards employing more sustainable packaging solutions could not only reduce environmental impact but also financial burdens under the new scheme.

Source: Packaging News, [New sustainability reporting rules are coming. Are you EPR ready?](#), 5th March 2024



# Diageo launch Baileys in aluminium bottles

**Diageo has introduced a new sustainability initiative by launching Baileys Original Irish Cream in aluminium bottles. This limited release aims to decrease the brand's carbon footprint, with 30,000 units initially produced.**

The move to aluminium is significant; the new bottles are significantly lighter than their glass counterparts, weighing in at 85 grams compared to the 454 grams of the traditional 700ml glass bottles. This change not only reduces the weight but also contributes to a 44% reduction in carbon footprint, as verified by a Product Carbon Footprint Analysis conducted by EcoAct in January.

Baileys, which received B Corp Certification in October 2022, is part of Diageo's broader sustainability commitment, "Society 2030: Spirit of Progress." Sarah Blake, Baileys' Global Brand Director, emphasised the brand's pride in leading the spirits industry towards sustainable practices

and hinted at more initiatives to come as they aim to meet their 2030 sustainability goals.

The aluminium bottles will be initially available through Heinemann's loyalty program platform this month and will subsequently be sold at select international airports in Amsterdam Schiphol, Frankfurt, and Copenhagen starting in April. In May, REWE Germany will offer the bottles for a limited time. This initiative aligns with Diageo's announcement from the previous year about constructing an 'advanced' aluminium recycling and manufacturing plant in the UK, further demonstrating the company's dedication to reducing carbon emissions.

Source: [The Spirits Business, Baileys debuts aluminium bottles](#), 22nd March 2024



# Aluminium bottles become the spirit stars for airlines

Virgin Atlantic and EasyJet have embarked on sustainable journeys by incorporating aluminium bottles for spirits onboard, showcasing a commitment to environmental stewardship.

Virgin Atlantic's collaboration with Sapling Spirits introduces 5cl aluminium vodka bottles, enhancing its eco-credentials by aiming to plant over 20,000 trees. This move supports Virgin Atlantic's broader sustainability goals and marks a significant reduction in glass and plastic waste. Similarly, EasyJet has teamed up with Sustainaholics to offer spirits in 100% post-consumer recycled aluminium bottles on select flights, featuring UK-based brands dedicated to environmental responsibility.



By promoting the benefits of lightweight and recycled materials, BlueSky has been at the forefront of encouraging practices that contribute to the circular economy and minimise environmental impacts. The success of Virgin Atlantic and EasyJet's initiatives further validates BlueSky's position and underscores the potential for significant sustainability advancements in various industries.

We offer a range of aluminium beverage bottles, including options that are 100% PCR, and with ROPP necks - packaging solutions designed to meet the needs of airlines, spirit brands, and other industries looking to reduce their environmental footprint.

Sources: Business Traveller, Virgin Atlantic introduces aluminium vodka bottles onboard, 2nd March 2024; Packaging Europe, Sustainaholics and easyJet serve miniature spirits in 100% PCR aluminium bottles, 22nd March 2024



BlueSky  
Horizon House  
Estate Road Five  
Grimsby  
DN31 2TG

[blueskysolutionsuk.com](https://blueskysolutionsuk.com)  
+44 (0)1472 240 940  
[sales@blueskysolutionsuk.com](mailto:sales@blueskysolutionsuk.com)

BlueSky LinkedIn

# From stock to stunning UV Metallised Collar Perfection



## Here are six reasons why you should choose our Lotion Pumps:



1. Lightweight and cost-effective
2. Eye-catching and modern design
3. Improved aesthetics
4. Perfect balance of practicality and style
5. Rapid delivery from stock
6. Luxurious look

**BUY NOW**



BlueSky  
Horizon House  
Estate Road Five  
Grimsby  
DN31 2TG

[blueskysolutionsuk.com](http://blueskysolutionsuk.com)  
+44 (0)1472 240 940  
[sales@blueskysolutionsuk.com](mailto:sales@blueskysolutionsuk.com)

[BlueSky LinkedIn](#)



# Dow and P&G's pioneering low-emission recycling solution

In an exciting development reported by **Packaging Europe, Dow and Procter & Gamble (P&G) are joining forces to revolutionise the recycling of complex plastics.** Their collaborative venture aims to introduce a novel recycling technology that promises to convert difficult-to-recycle plastic packaging into recycled polyethylene of almost virgin quality, with a significantly lower carbon footprint.

This pioneering technology, which centers around a dissolution process, intends to effectively tackle a variety of plastic materials, particularly focusing on polyethylene and challenging post-consumer plastic wastes such as rigid containers, flexible wraps, and multi-layered packaging.

The strategic partnership between these industry giants is poised to produce high-quality recycled

polymers, which P&G plans to incorporate into its product packaging, thereby contributing to waste reduction and resource efficiency. This initiative is in line with Dow's ambitious sustainability goal to bring to market three million metric tons of circular and renewable solutions by 2030 and P&G's commitment to making all its consumer packaging recyclable or reusable within the same timeframe.

As highlighted by Packaging Europe, this collaboration marks a significant milestone in advancing sustainable packaging solutions and fostering a circular economy. It exemplifies the industry's collective move towards innovative recycling technologies and sustainable practices, setting a precedent for future developments in the field.

Source: [Packaging Europe, Dow and P&G to recycle challenging plastics in low-emissions process, 26th March 2024](#)



BlueSky  
Horizon House  
Estate Road Five  
Grimsby  
DN31 2TG

[blueskysolutionsuk.com](https://blueskysolutionsuk.com)  
+44 (0)1472 240 940  
[sales@blueskysolutionsuk.com](mailto:sales@blueskysolutionsuk.com)

[BlueSky LinkedIn](#)



# Packaging Europe's ultimate guide to global plastic sustainability regulation

The Packaging Europe report "The Ultimate Guide to Global Plastic Sustainability Regulation," delivers a comprehensive global analysis on the efforts against plastic pollution, focusing on the upcoming International Negotiating Committee (INC-4) session in Ottawa, Canada, in April 2024. This pivotal meeting is part of a series aimed at establishing a legally binding global plastics treaty to combat the escalating plastic waste problem.

## Some key insights from the report:

**Global Plastic Waste Crisis:** Highlighting a critical need for systemic change, the report references the OECD's 2022 Global Plastics Outlook, noting a significant increase in global plastic waste, with only a fraction being successfully recycled.

The growth in plastic waste is attributed to factors like e-commerce expansion and demands for convenience, underscoring the urgency for a global treaty.

**Towards a global treaty:** The report outlines the ongoing efforts and challenges in forging a comprehensive, legally binding international agreement to address plastic pollution. It emphasises the fragmented nature of current initiatives and the necessity for cohesive global standards.

## Key focus areas for addressing plastic waste:

- **Enhanced recycling and waste management:** The necessity of improving recycling infrastructures and the introduction of mandatory requirements to bolster plastic collection and recycling efforts.



- **Establishment of reuse models:** Encouraging the transition from single-use to reusable packaging models to mitigate plastic waste.
- **Elimination of problematic plastics:** Advocating for the reduction or outright ban of hard-to-recycle plastics and the exploration of alternative materials.
- **Mandatory EPR schemes:** Emphasising the role of Extended Producer Responsibility (EPR) in fostering a recycling economy by holding producers accountable for their packaging waste.
- **Development of biobased and biodegradable plastics:** Promoting the research and use of sustainable plastic alternatives to reduce reliance on fossil-based plastics.
- **International harmonisation:** Stressing the importance of standardising regulations and definitions related to recyclability and sustainability across borders to ensure effective global implementation.

**Regional perspectives and strategies:** The report provides a detailed overview of how different continents are tackling plastic pollution, highlighting specific legislative actions, challenges, and advancements in regions such as Africa, Asia, Australasia, Europe, North America, and South America. Each region's unique approach to waste management, recycling, and policy-making is discussed, along with their contributions towards the global objective of plastic sustainability.

**Looking ahead:** As the world gears up for the INC-4 session, the report underscores the critical need for collaborative efforts among nations, industries, and stakeholders to shape a treaty that addresses the complexities of plastic pollution effectively. It calls for inclusivity in negotiations, recognising the diverse challenges faced by countries at different stages of development.

Source: Packaging Europe, [Report: The ultimate guide to global plastic packaging regulation](#), 12th March 2024

# Unlimited Possibilities



**BlueSky**  
Horizon House  
Estate Road Five  
Grimsby  
DN31 2TG

**blueskysolutionsuk.com**  
+44 (0)1472 240 940  
sales@blueskysolutionsuk.com



**BlueSky LinkedIn**

NLA licensed copy. No further copies may be made except under licence.