



CURRENT PACK

WHAT YOU SEE ON SHELF TODAY – SINGLE USE PLASTIC

This type of plastic is used once and thrown away. Bottles are typically made of materials such as HDPE (High Density Polyethylene) or PET (Polyethylene Tera-phthalate).

Most bottles & caps are considered recyclable, pumps are usually not considered recyclable due to metal components e.g. the springs.



HOW CAN WE IMPROVE PLASTIC?

- Plastic packs that can be refilled or reused = **LESS PLASTIC**
 - Compostable or biodegradable plastics OR inclusion of PCR (Post Consumer Recycled Plastic), plastic that has been recycled = **BETTER PLASTIC**
 - Using non-plastic alternatives = **NO PLASTIC**
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LESS PLASTIC

conno good



dish soap
refill



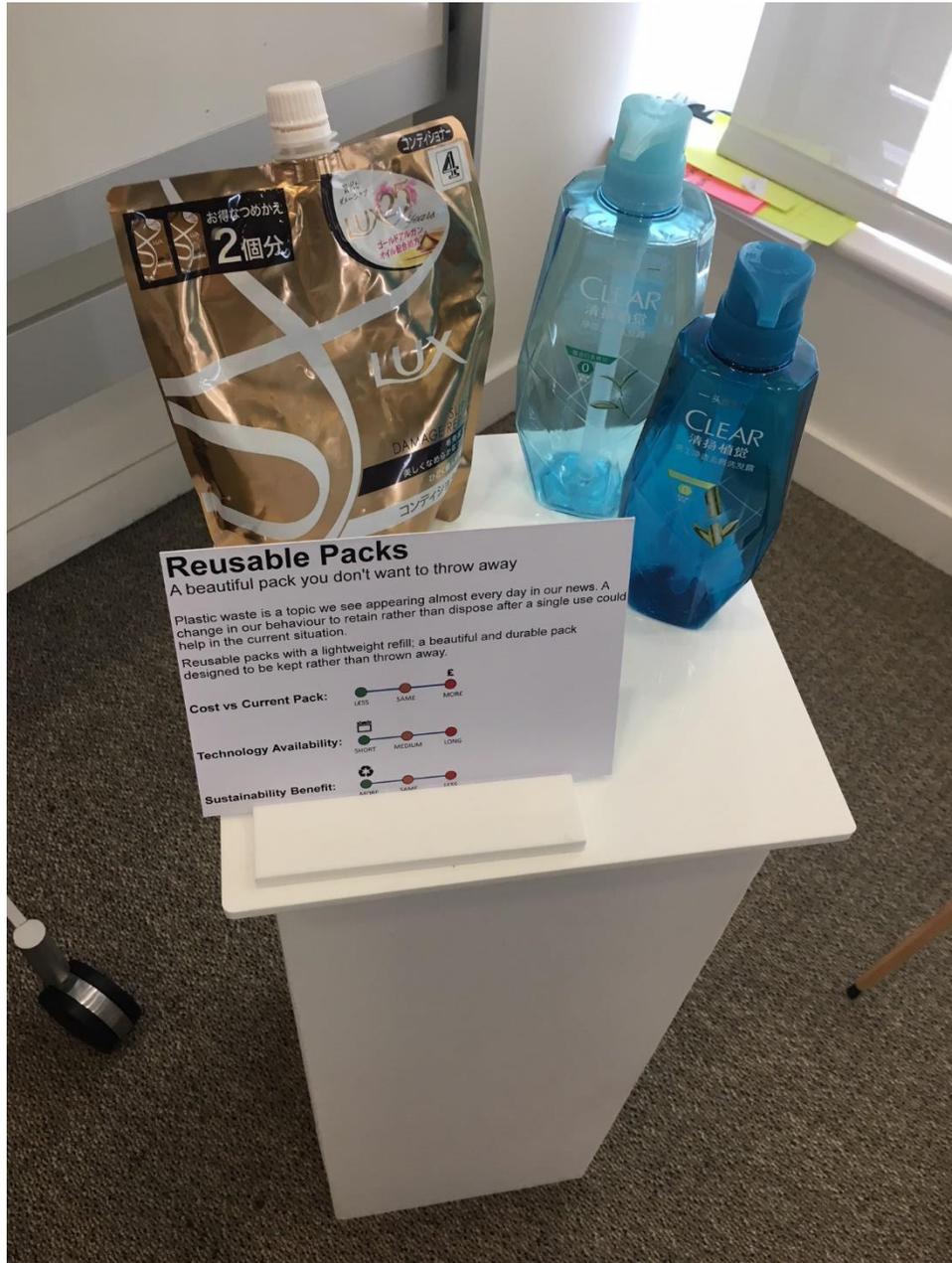
laundry
refill



all purpose
refill



hand soap
refill

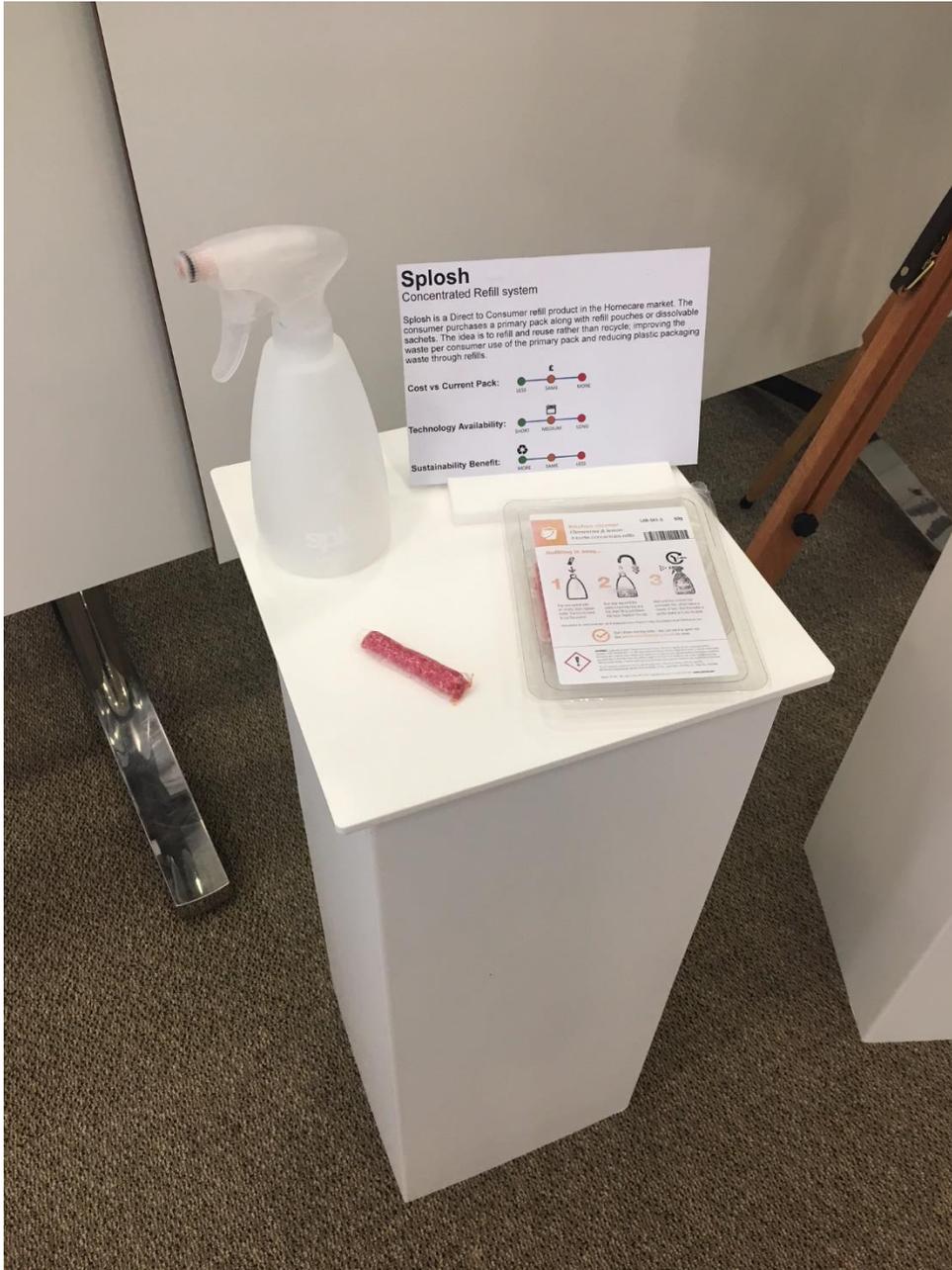


REUSABLE PACKS

A beautiful pack you don't want to throw away.

Plastic waste is a topic we see appearing almost every day in our news. A change in our behaviour to retain rather than dispose after a single use could help in the current situation.

Reusable packs with a lightweight refill; a beautiful and durable pack designed to be kept rather than thrown away.



SPLOSH

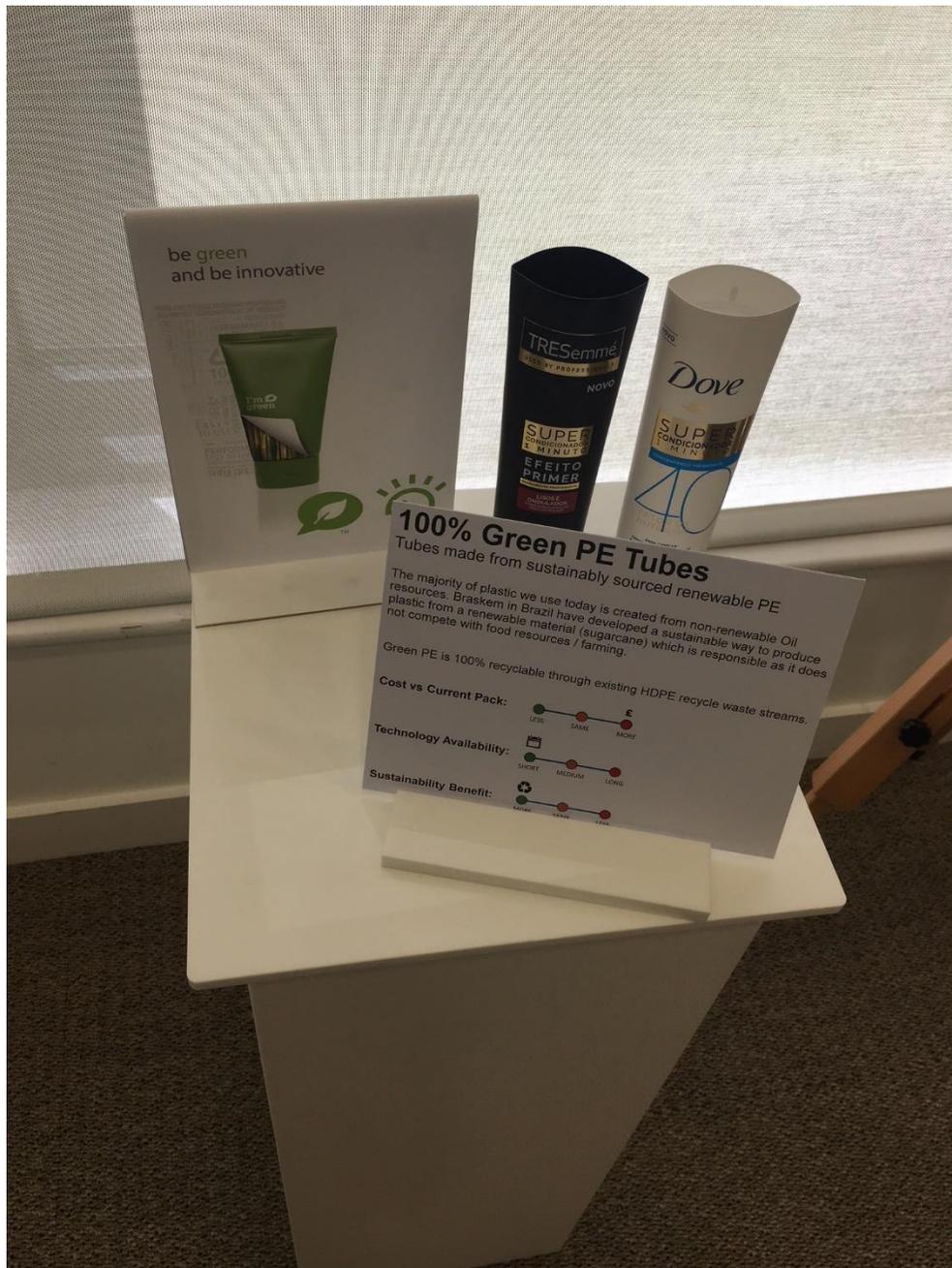
Concentrated refill system

Splosh is a Direct to Consumer refill product in the Homecare market. The consumer purchases a primary pack along with refill pouches or dissolvable sachets.

The idea is to refill and reuse rather than recycle; improving the waste per consumer use of the primary pack and reducing plastic packaging waste through refills.

BETTER PLASTIC





100% PE TUBES

Tubes made from sustainably sourced renewable PE

The majority of plastic we use today is created from non-renewable Oil resources. Braskem in Brazil have developed a sustainable way to produce plastic from a renewable material (sugarcane) which is responsible as it does not compete with food resources / farming.

Green PE is 100% recyclable through existing HDPE recycle waste streams.

POST CONSUMER RECYCLED PLASTIC

Packaging made from plastic that has been used before

Post consumer recycled plastic (PCR) can be used to produced packaging components such as bottles and closures. This is better than using virgin or “fresh” plastic as its using material that already exists, saving on raw material resources.

Love, Beauty & Planet launched in 100% recycled bottles.





NO PLASTIC



CONCENTRATED BARS

Same product, new format, no packaging

Highly concentrated bars giving around 80-100 washes; the equivalent to around 3 250ml bottles of shampoo.

Bars are better for the environment as they are smaller, lighter and slimmer than shampoo bottles having a positive impact on carbon footprint as well as being totally naked!

No plastic packaging required; a recyclable aluminium tin can be used to store and keep safe in your bathroom or on your travels.



ALUMINIUM PACKS

100% Plastic Free.

Plastic waste is bad for the environment. There is increasing negative publicity around using plastic and the material is not sustainable. Soon legislation will make it increasingly more difficult to use plastic.

A complete shift in material, borrowing from other categories such as skin care and foods with aluminium and no plastic.

Aluminium is the most recycled material. It can be used time and time again without any compromise on the quality. Aluminium also has a beautiful tactile quality that other materials don't have.

PACKAGING CHALLENGE

- Now that you have established what your brand will stand for and the key claims you want to make, Unilever needs you to start thinking about your product packaging.
- In the video, Liz mentions that at Unilever, we are always looking for more environmentally friendly packaging. Your packaging must avoid being single-use & must be able to be recycled or re-used. **Your packaging should meet 1 of the 3 pillars (LESS plastic, BETTER plastic, NO plastic). Note –you can either use one of the packaging types in the pillars, or create your own custom pack which falls into these categories (for example a dissolvable pod would be NO plastic).**
- While also considering sustainability, don't forget what Joey said in the video: packaging needs to be appropriate to suit the needs of the product
- If you have a runny liquid for example, how are you going to ensure that it doesn't leak? If your product is thick, how can you be sure the whole product will be removed from the pack?
- When picking your packaging, think about how it can fit your brand mission statement – you want to give a clear & consistent message to your consumer
- As well as creating a design of your pack, think about what your label will look like –how will you incorporate your branding & claims?

DESIGN YOUR PACKAGING AND LABEL

Packaging Design:

Why did you pick this pack?

Label Design:

