The user-friendly tub for M&S Minibite cakes has been a fixture collected by 75% or more of local authorities across the country.

A cake tub has had a significant impact on the recycling concerned about the wellbeing of the environment and our customers alike. As well as being health-conscious, our customers are equally “Quorn is at the forefront of diversifying the modern diet, and with the new packaging has been extremely successful move to eliminate more than 297 tonnes of black plastic packaging from its supply chain.

In addition to the change in material, RPC Bebo has also worked on the further lightweighting of the trays. This has delivered valuable additional material savings while still ensuring that the trays retain the durability, reliability and functionality that provide effective product protection throughout the supply chain and ease of use for the consumer at home.

The new trays were developed using the RPC Design Circular Grading Tool to assess their sustainability credentials. As a result of the various changes, the trays now have a B Rating for their environmental profile compared to the F of the previous black plastic versions.

Quorn has reported that the new packaging has been extremely well-received by its customers. “We are delighted how these new trays have made such a positive change towards the increased sustainability of our products.”

Quorn Foods is a global market leader in healthy, sustainable protein. Based in Stokesley, North Yorkshire the company offers a wide range of great-tasting products to appeal to the rapidly expanding group of people wanting to reduce their meat consumption.

RPC Bebo is producing a range of white and semi-transparent PP trays for the Quorn range, including some of its bestselling products such as Quorn Mince Moo and Please.

According to Park Cakes, as well as this important sustainability benefit, the project has also proved to be a successful move to improve the visibility of the product on the shelf. The new lid is in itself a fairly simple measure, yet it has a tangible positive impact on the wellbeing of the environment and our planet,” comments a Park Cakes spokesperson.

Trays from RPC Bebo are playing a key role in supporting Quorn Foods’ widely-publicised and highly-successful move to eliminate more than 297 tonnes of black plastic packaging from its supply chain, which matches M&S’s commitment to ensure that all plastic is widely recycled by 2022.

We have only changed the lid of the tub, while the tubs’ design has not been altered. In addition, both Park Cakes and M&S are pleased with the final result in terms of on-shelf presence. Nick Shaw said that a number of people think the new lids look cleaner and brighter, with a punchier appearance, and links just as good as with the previous black lid.

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 RPC Matters
July to September 2019

BERRY + RPC: ADVANCING TOGETHER

On July 1st Berry Global Group, Inc. completed the acquisition of RPC Group Plc. RPC and Berry are a natural and synergistic fit, and the joining of our two companies is truly transformational. The combined company will be able to provide customers with enhanced global reach through an expanded wealth of knowledge, innovative technologies, and geographic footprint.

“Tub is Clearly Good for Recycling”

The switch from black to semi-clear plastic for a cake tub has had a significant impact on the pack’s sustainability profile.

Thanks to the change, the 180mm tub manufactured by RPC Superfos for a range of cakes produced by Park Cakes for leading food retailer M&S can now be described as “Widely Recyclable in the UK”. This signifies that the packaging is collected by 75% in more of local authorities across the country.

The user-friendly tub for M&S Minibite cakes has been a fixture collected by 75% or more of local authorities across the country.

In addition, the RPC UCP-designed Fez closure has been tested to ISO 8317, the EU standard for child resistance. Produced in red, both caps offer a high-quality appearance while incorporating a tamper-evident feature. As well as being attractive and functional, the Fez Angle Neck Bleach range to a major chemicals contract filler.

RPC UCP/zeller Plastik Norwich's reputation as one of the leading manufacturers of child resistant closures (CRCs) to the UK household market has been underlined by its supply of two closures from its range to a major chemicals contract filler.

LiquiFoam Ltd, part of the CMA Group based in Longthorpe, Near Peterborough, has selected the Fez Angle Neck Bleach Squat & Turn CRC and Slim CRC (DoC closures for a number of cleaning products supplied to major retailers.

Produced in red, both caps offer a high-quality appearance while incorporating a tamper-evident feature. The Fez Angle Neck Bleach range offers an innovative tamper-evident closure, and provides the vital combination of consumer safety and ease of use that delivers a positive image for the brand owner,” comments LiquiFoam Ltd Director Brian Wiper.

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TRAYS HAVE CLEAR SUSTAINABILITY BENEFITS FOR QUORN

Trays from RPC Bebo are playing a key role in supporting Quorn Foods’ widely-publicised and highly-successful move to eliminate more than 297 tonnes of black plastic packaging from its supply chain.

“Quorn is at the forefront of diversifying the modern diet, and with the new packaging has been extremely successful move to eliminate more than 297 tonnes of black plastic packaging from its supply chain.

RPC Bebo is producing a range of white and opaque recyclable PP trays for the Quorn range, including some of its bestselling products such as Quorn Mince Moo and Please.

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HELPING FILMS MAKE THE GRADE

RPC bpi has introduced a unique design tool for its customers to enable them to design more sustainable flexible packaging, improve its recyclability and also communicate these benefits more easily to end-users.

The new Circular Economy Rating Tool, developed in line with published guidance from various national and international packaging initiatives (for example Pres cyclics and Packaging SA), demonstrates both RPC bpi’s many years of recycling experience and its industry-leading expertise in designing high technical recyclable films.

Products are assessed against 11 different criteria, with drop-down options for each, that evaluate sustainability implications for their selection. This allows adjustments to be made throughout the design process, particularly in the area of a pack’s recyclability. For example, the choice of label substrate and adhesive can make a difference to the ease with which a film can be recycled. The tool also helps users to consider whether recycled material can be incorporated into the pack’s manufacture.

Based on the closure made, the tool gives each pack a rating from A to F. A signals packaging that is fully recyclable and with recycled content, while ‘F’ signals that incineration is the only feasible end-of-life option. The rating is accompanied by a numerical score out of 100 to provide a more specific indication of the pack’s overall sustainability profile. In addition, a detailed report is produced where decisions can be reviewed, and opportunities highlighted to improve the pack’s rating.

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 RPC Matters
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SAFETY LIGHT

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LiquiFoam Ltd, part of the CMA Group based in Longthorpe, Near Peterborough, has selected the Fez Angle Neck Bleach Squat & Turn CRC and Slim CRC (DoC closures for a number of cleaning products supplied to major retailers.

Produced in red, both caps offer a high-quality appearance while incorporating a tamper-evident feature. In particular, the packs comply to ISO 8317, the EU standard for child resistance.

In addition, the RPC UCP-designed Fez closure has been lightweighted, offering important material savings and safety benefits, while maintaining its high performance. The lightweighting process has achieved a 45% weight reduction from the previous closure format, making it the lightest closure in the private label market.

Designed using Finite Element Analysis (FEA) software to model the physical response of a structure to stress, the Fez incorporates patented aperture technology developed by the UCp R&D team. This provides the single wall CRC with the necessary flexibility in the aperture base to create a closure that maintains ease of access for an older population without sacrificing child resistant performance.

“The closure from RPC UCP is both attractive and functional and provide the vital combination of consumer safety and ease of use that delivers a positive image for the brand owner,” comments LiquiFoam Ltd Director Brian Wiper.

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A new 3D online configurator from RPC Superfos will save weeks in a new pack development process, enabling customers easily to create, edit and share proposed designs with colleagues.

**THE CLARITY OF ENVIRONMENTAL COMMITMENT**

RPC PET Power now offers a sustainable solution for consumers who like to drink while on the move. The 500ml Vita Round reusable standard Tritan™ drinking water bottle, supplied under the Brameca brand, is both refillable and dishwasher safe. It can be specified with two different closures — a functional sports cap that opens with a simple push of a button for ease of use during sports activities; and a designer cap that matches the clean lines of the bottle for an enhanced overall appearance.

The bottle can be personalised through the choice of closure colour and printing of logos, straps in messaging, creating an ideal promotional gift that also emphasises a company’s commitment to sustainability. Tritan™ is a copolyester from Eastman that offers the highest clarity, equivalent to glass, and is almost unbreakable, enabling the greater protection of products that combine consumer safety with a premium-quality image.

The Vita Round is available with a minimum order quantity of one pack (512 bottles).

**NEW EFFECT PUTS A SHINE ON BOTTLES**

A new decoration technique from RPC M&H Plastics Winchester provides high-quality shelf stand out and enhanced brand image. The LiquidMetal effect adds a highly reflective surface to PET bottles that combines robust new-catching contours with a sense of depth and motion. The finish is particularly suited to nautical bottles and is available in a wide variety of colours.

The LiquidMetal effect can be used across RPC M&H’s extensive range of standard bottles, providing brand owners with the choice and flexibility to create family ranges with maximum shelf appeal.

**SLEEK IS THE NEW WAVEGRIP**

Wavegrip, the leading provider of sustainable beverage multi-packing solutions, has launched its latest carrier innovation for the growing number of slimmer, sleek style cans, which are now increasingly popular across a variety of alcoholic and soft beverages.

The new Wavegrip Slim is value-engineered to be lighter but stronger, while securely seating cans to the rigorous standards required in the retail sector.

Its launch also continues Wavegrip’s focus on delivering the most environmentally sustainable multi-packing solutions available for beverage cans. At 2.15g per six-pack carrier, it offers significant packaging/material savings and environmental advantages compared to standard six-pack rings, rigid plastic handles and traditional cardboard carriers.

Each Wavegrip Slim 6-packs per carrier measures 171mm x 117mm, with the aperture designed for perfect fitting to each can during application. Due to the body of the sleek cans being smaller, the apertures are closer together, with the pitch adapted to ensure a perfect fit and provide the strength and durability Wavegrip is known for.

It can be applied across the range of Wavegrip applications, which are easily integrated by Wavegrip’s CEL partners into production lines for brewers and beverage manufacturers.

“The new slimmer sleek cans are providing a road point of differentiation for many beverage brands; it is no surprise therefore that we were able to provide all the efficiency and sustainability benefits of Wavegrip to this latest packaging format,” comments Wavegrip Managing Director, Aaron Miller.

**NEW STANDARD E-COMMERCE RANGE**

The RPC Bramlage Division has launched a portfolio of ‘e-commerce ready’ personal care standard packs to enable customers to benefit from speed to market for their new product launch.

The packs – from the company’s top-selling Magic Star, Mago, Sl Twist-Up, Empeps and Empeps Light – have been independently certified by a third-party laboratory HE-BV, in accordance with DIN 19380:5 in-line with ETSL-6 testing protocols. This utilises the containers’ robust and durable design that ensures products arrive at the consumer in pristine condition, thus protecting brand image.

RPC Bramlage has extensive experience in the e-commerce sector having worked on a number of custom-designed projects for customers in recent years, including China, one of the fastest-growing e-commerce markets. While the company continues to offer its design skills for the development of specific projects, it also recognised the need for a standard range to meet the demands of customers looking to speed to market for their products. As well as the reduced lead times, the Bramlage solutions offer valuable cost reductions for customers by minimising the requirement for additional foam and protective tertiary packaging.

Further products will be added to the portfolio in the coming months as the company continues to expand its range of scalable pack solutions in line with the continuing double-digit year on year growth of the e-commerce market.

**HANG OUT FOR SUSTAINABILITY**

An initiative between RPC Astrapak and its customer Sialogo Foods has seen the launch of the new Envirohanger plastic hanger.

Made from 100% post-industrial and post-consumer plastic generated from the manufacture of Sialogo Foods products in the RPC Astrapak factory, Envirohanger features a transversal material with a glossy finish. The all-weather plastic can be used indoors or outdoors and both the hanger and its packaging are 100% recyclable.

Typical of a traditional hanger, the elongated triangular shape of Envirohanger ensures a robust product that can withstand weighty garments. Retaining all the classic look, the hanger features a fresh design that breaks conny conveys, such as the “T” shaped hook and tend, as well as clear holes for hanging trousers, and hooks on the top surface to secure blouses, dresses and other clothes shapes.

RPC Astrapak and Sialogo Foods are connected to finding sustainable solutions through innovation and product development. By partnering with Employment Solutions for People with Disabilities, opportunities have also been created to provide employment through assembling and packing the Envirohanger.

**SWEET SUCCESS WITH STRIKING TUBS**

The SuperLift® container from RPC Superfos is providing a UK confectionery company with a striking and tamper-proof packaging solution.

Tangerine Confectionery was looking for a high-quality, colourful and creative pack to re-launch its Barratt seasonal range of the popular Ladival Sun Lotion.

The SuperLift®  container from RPC Superfos is providing a UK confectionery company with a striking and tamper-proof packaging solution.

The use of In-Mould Labelling for the decoration allows the maximum shelf appeal.

RPC Superfos is proud to offer this convincing online configurator to our customers, because it will allow for considerable timesaving. In this way, we can help our customers to get their product to market faster, as this is always of the essence.

**FAMILY SIZE LIMITED-EDITION**

Sun protection specialist Stada Arzneimittel AG has once again turned to RPC Kutenholz for the production of a limited-edition 250ml size bottle for its popular Laladin Sun Lotion.

The family size pack joins the existing 200ml bottle produced by RPC Kutenholz, and the successful winning partnership between the two companies was once again in Dusseldorf-Arrenberg selecting RPC Kutenholz for this range extension. In particular, RPC Kutenholz was able to achieve a fast development of the bottle from initial concept to final production in order to meet launch deadlines for the 2015 summer season.

While with the 200ml bottle, the new pack features a flip-top closure from RPC Bزعmagne as part of a complete RPC pack solution.

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Further products will be added to the portfolio in the coming months as the company continues to expand its range of scalable pack solutions in line with the continuing double-digit year on year growth of the e-commerce market.
The project was co-ordinated by the sales team at can be hot-filled, delivering an extended ambient shelf-life. The logistics benefits. barrier technology preserves the freshness and quality of the growing e-commerce market for its products. Equally food from Initiative Foods will enable the company to develop the technical and manufacturing capabilities of the RPC Group. The move of a leading US brand of organic baby foods from glass to plastic has been facilitated by PACK FORMAT OPENS UP NEW OPPORTUNITIES

The move of a leading US brand of organic baby foods from glass to plastic has been facilitated by the technical and manufacturing capabilities of the RPC Group. The adoption of the R-PET and R-PP custom-moulded multilayer PP cups for a weekly installed-packing line for Vemma Organics baby food from Initiative Foods will enable the company to develop the growing e-commerce market for its products. Equally important, the pack’s integrant design and its reusable properties provide consumer safety benefits while the multi-layer barrier technology preserves the freshness and quality of the product even after a long shelf-life. The ability of the cups to be reused during storage and transportation also offers important logistical benefits. The packs are thermoformed in PP/ESD/V0r-pet, are reterable and can be hot-lened, delivering an extended ambient shelf-life. The cups are produced at RPC Bramlage and the lids at RPC Bebo Bouxwiller. The project was co-ordinated by the sales team at RPC Bramlage, Gmunden, who supply the products to US distributor StreetBees, with whom the company already has a strong working partnership.

AHEAD OF THE CURVE

RPC M&H Plastics has developed an experimental manufacturing technique that forms a series of ridges inside a bottle – in either a straight line or spiral – to create a distinctive premium visual effect while leaving the exterior of the bottle completely smooth. The new Spiral effect allows brand owners to enhance the aesthetic appeal of their packaging with an individual and brand-oriented twist, while ensuring that the bottle still provides a comfortable and easy to handle user experience. At the same time, the internal ridges can provide added strength to the pack and also help to mix contents within the bottle so that products can be dispensed ready to use. The Spiral effect can be specified on 12ml and 20ml tubers in a choice of colours to deliver an individual upmarket image. RPC M&H Plastics’ flexible manufacturing offers customers the option to choose up to 14 colours for tubers. For a free sample and to discuss suitable projects for the further development of this new technique, please contact us.

COMPLETE PACK SOLUTION

RPC Synergy has launched a 1 litre PET jar, ideal for a wide range of foods and powdered products. As part of a complete pack solution, the 13cm screw neck jar can be complemented by a range of varied wall PP cups from RPC Synergy, available in a wide variety of colours, that support individual product branding. Combined with the clarity of the PET, this also creates a strong impression on-shelf. The robust and reliable jar provides effective protection during filling and distribution while its light weight and large opening delivers easy handling for the end-consumer.

ANOTHER ONE FIGHTS THE DUST

The new Dust Cover range from RPC Astrapak provides the perfect solution to protect aerosols from dust and dirt while offering ease of handling for the end-user. Manufactured in polypropylene (PP), the closure fits snugly onto an aerosol can to prevent the nozzle and inside from dust, while enabling the user to flick off with one movement of the thumb. The cover has a round shape with a square shoulder and is available in three sizes: 50ml, 150ml and 250ml in diameter. The transparent PP cover features a glossy surface finish and can be produced in various colours to complement individual product branding. It is lightweight – with a lower density than its HDPE counterparts – and is eminently flexible enough to perform easily. This simple, but highly functional design is used to keep aerosol cans, ready to have final assembly.
Plaswood has launched a range of picnic tables that twin style with sustainability to help transform external spaces with elegant but durable statement furniture. Plaswood has launched a range of picnic tables that twin style with sustainability to help transform external spaces with elegant but durable statement furniture.

The strategy includes 27 initiatives, some of the most notable being a unified setting and collection of plastic waste on a national scale and the creation of a new national centre for plastic. The centre will be tasked with creating more knowledge about how plastic can contribute to the development of a circular economy in Denmark.

“The visit was a great opportunity to learn more about plastic, its impact and the innovative work being done to focus on plastic in the environmental debate,” confirmed Member of Parliament (Danish People’s Party) Mette Dencker.

“It is important to see that companies in Denmark like RPC Superfos are determined to inform and use plastics in an intelligent way and streamline the sorting and collection of plastic waste. Envisaging product lifecycle allows for great flexibility in the movement of the container by a forklift (Packaging Recovery Notes), the average price of which for carbon footprint, as well as greatly reducing the amount of

One of RPC Superfos’ key objectives is to pursue more sustainable plastic packaging by increasing the share of recycled plastic in production. Another point is to harmonise and streamline the sorting and collection of plastic waste.

Lars Smedt, RPC Superfos Stilling’s Factory Manager therefore welcomes an increased interest in sustainability solutions caused by the new national plastic plan.

“We want our informed debate about plastics, and we hope that the new national plastic plan will contribute to this,” he says.