Welcome to the second edition of Aerosol Insights from Plastipak. This edition looks at:

- The launch of a new actuator designed exclusively for SprayPET™ containers by Lindal
- The introduction of SprayPET® in a 100ml size
- Plastipak exhibiting at ADF New York and ADF Paris
- An overview of Plastipak’s newly formed global aerosol team
- Spotlight on Jack Pacente, VP of Consumer Cleaning, Industrial & Aerosol Products, talks about the global potential of plastic aerosols
- An update on European Legislation

## Lindal Launches Carla Actuator

Launched at the Aerosol & Dispensing Forum, taking place in Paris, the new ‘Carla’ actuator has been designed exclusively for use with Plastipak’s SprayPET™ container.

With a moulded collar and overcap combined in one assembled piece, variants of the actuator are suitable for foam, gel, deodorant and oil applications. The single piece nature of the actuator facilitates easy application to the filled aerosol on filling lines. Available for the 220ml and 335ml SprayPET® containers, the actuator will be available in the colour of choice.

“Plastipak is delighted to have worked with Lindal on the development and launch of Carla. This standard accessory compliments the design of the SprayPET™ container extremely well, resulting in a highly aesthetically pleasing aerosol” commented Plastipak’s Murdoch Crawford, Category Director Aerosol & Dispensing Devices.

“The potential demand for PET aerosol containers is significant. The development of this actuator allows Lindal to service our clients who wish to use Plastipak’s SprayPET® in a variety of applications. We look forward to a successful product partnership.”

Philip Brand
Director Global Marketing
SprayPET® range expands to include 100ml size

Having identified the need for a travel size aerosol, Plastipak has increased its range of SprayPET® plastic aerosols to include a 100ml size.

The 100ml is proving a popular choice for consumers in today’s fast paced environment, where on-the-go convenience is of high priority for those who travel regularly.

This versatile pack is ideal for a number of applications such as sun protection and other personal care products such as shaving gels and foams.

Plastipak has condensed all the features and benefits of the 220ml and 335ml SprayPET® containers into a cost effective 100ml solution. This plastic aerosol packaging has the additional benefit of complying with airline security regulations, meaning the packaging has a 100ml maximum brimfill volume and is permitted as hand luggage.

The 100ml size can be used with standard buttons/actuators, and with or without a 50ml bag on valve. Please contact your local SprayPET® sales manager for more information.

Come and visit Plastipak at ADF New York and ADF Paris

ADF New York
Metropolitan Pavilion, New York
5th – 6th September 2018
Stand Number: C27
For more information, please visit: www.easyfairs.com/adf-pcd-new-york-2018/

ADF Paris
Porte de Versailles, Paris
30th – 31st January 2019
Stand Number: V08
For more information, please visit: www.easyfairs.com/adfpcd-paris-2019/
1. **WHAT IS YOUR ROLE WITHIN PLASTIPAK AND THE SPRAYPET® TEAM?**

I head up Plastipak’s global aerosol team. In addition, I am also Plastipak’s VP of Consumer Cleaning, Industrial & Aerosol Products, so already have a strong relationship with many of SprayPET®’s potential customers.

2. **FROM YOUR GLOBAL ROLE, DO YOU SEE ANY MAJOR DIFFERENCE AROUND THE GLOBE IN THE PERCEPTION AND REACTION OF / FOR PLASTIC AEROSOLS?**

Reassuringly, no! All potential customers have reacted extremely positively to the product and interest is huge. The plastic aerosol container is one of the biggest innovations to hit the aerosol market in recent years so naturally the various parties in the value chain are keen to be kept abreast of ongoing developments.

3. **FROM WHO AND WHERE ARE YOU SEEING INTEREST AND DEMAND FOR PLASTIC AEROSOLS COMING FROM?**

It is coming from across the world! Potential customers range from small, independent fillers and businesses, right through to the global multinationals. Over the past several years in the packaging business there has been a shift by brand owners to utilize the PET aerosol as their package of choice. The reason for this shift is due to several factors; our brand owners want to differentiate their product on the store shelf and PET aerosols can provide transparency, shape flexibility, and is potentially a lighter weight than the current package.

We have established a Global Commercial and Technical team which works jointly to ensure that we are providing a consistent message and quality package. We are enhancing capabilities which includes the expansion of our product compatibility lab, ability to provide aerosol development in our key regions (Europe, North America and South America), and building preform flexibility globally that will improve speed to market. In addition we are working very diligently to develop decorating solutions for our customers which includes our Direct Object Print technology.

4. **WHAT ARE THE KEY REASONS EXPRESSED BY POTENTIAL CUSTOMERS FOR THEIR INTEREST IN PLASTIC AEROSOLS?**

There are a variety of factors driving the interest for plastic aerosol – and they vary from customer to customer. From our consumer survey, we know that consumers love the soft, warm feel that SprayPET® containers have, along with no rust rings in humid areas such as the fridge or bathroom. Retailers and brand owners welcome the opportunity that the shape flexibility of PET can bring. Plastic aerosols really do have the potential to change the way aerosols look in the future – leading to on-shelf differentiation. And of course it is something different - innovative. With the focus on the environment, the low carbon footprint of PET plastic aerosols is also very attractive to our potential customers.

5. **WHAT’S YOUR VISION / AMBITION FOR PET AEROSOLS AND PLASTIPAK’S ROLE WITHIN THE MARKET?**

Plastipak has already established itself as a leading player in the aerosol market, and our goal is to provide the best sustainable, cost effective PET aerosol container in the market place. We are already seeing exciting opportunities for new aerosol applications opening up and look forward to further developing our range of containers to meet future demand.

There are still some challenges that we face around legislation that may slow our growth in the near term, but the long term outlook for PET aerosols is very good. I want to personally thank the global team for their commitment to this transformational technology.

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**Update on European Legislation**

This update follows a positive meeting between the European Commission and European member states where a review was undertaken of the suitability of legislation that covers aerosols in Europe – the Aerosol & Dispensing Directive (ADD).

Following this evaluation, the conclusion reached was that the ADD performs well and is fully meeting its objective of ensuring safety and guaranteeing free movement of aerosol dispensers on the European market. Therefore a full revision process of the ADD has not been recommended, although there will be some revisions with regards to plastic aerosols. These revisions include the recommendations that the maximum capacity of plastic aerosols, whilst not finalised at this meeting, should be increased to 650 - 800ml, from the current 220ml brimfill, with appropriate technical requirements derived from the revised FEA draft standards 647 & 603 which incorporate recommendations from the PAIR study.

The Commission will now initiate the next steps to prepare a legislative proposal for plastic aerosol dispensers, with a draft proposal to be circulated to the European member states for comments before finalisation. Whilst there is no published associated timescale, it is hopeful that the revisions could be passed in to law within 18/24 months.
As demand for PET aerosols continues to grow across the globe, Plastipak has brought together a team of associates from South America, USA and Europe to form the Global Aerosol Team.

The team comprises both commercial and technical experts, who are highly trained in aerosol technology, and also PET material. Advice such as product compatibility, suitable propellants, functionality, technical testing and other PET aerosol queries can be answered by Plastipak’s team. Please contact your local SprayPET® sales manager for more information.

The creation of this dedicated team is a major indicator of Plastipak’s commitment to this industry. We have seen an explosion of interest across our regions, and a co-ordinated team offers significant benefits to both local and multinational customers.

Jack Pacente, VP Consumer Cleaning, Industrial & Aerosol Products

Meet the SprayPET® sales team
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