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Focusing on the metal industry in ADF/PCD Paris

Dominique Huret reviews the latest in can making developments at the recent ADF in Paris, France



Porte de Versailles, south of Paris, was the place to be for all concerned with in the metal packaging industry. ADF/PCD fair attracted 650 exhibitors and more than 10,000 visitors over two days. In addition to 140 new exhibitors, the event brought together innovative packaging suppliers, influential packaging designers, buyers and specifiers in a carefully curated environment.

Global conferences are often a good place to catch up with regulatory context and as such ADF/PCD Paris was no different. Alain d’Haeze, secretary general at FEA, took the floor to insist on the importance of the full mobilisation of the industry to achieve a climate neutral and a circular economy to be ready in 2050.

“Decision and actions must be taken over the next five years,” he said. “Specifically relevant to our sectors from the European Green Deal is the creation of a toxic-free environment. For that, the Commission will present a chemicals strategy for sustainability in the summer this year.

“2021 should see the adoption of a zero pollution action plan for air, water and soil. The commission will propose the tighten air quality standards, while also reviewing the tightening of EU measures to address pollution from large industrial installations. The need to work together as an industry is greater than ever,” he concludes.

Alexis Van Maercke, secretary general at APEAL focused on the importance of “real” recycling. He opened his talk: “Since 2015 the packaging landscape has changed dramatically, from a linear to a circular economy. The Circular Economy Package has been reviewed with primary legislation adopted in May 2018. The secondary legislation on the measurement point of recycling and new reporting obligations are to be adopted by the Commission and validated by the Member States over the next few years.

“In the new reporting obligations applicable as from now, there are no extra reporting obligations for any steel packaging, including aerosols. This is good news. We can see that Circular Economy

legislation is provoking a shift towards real recycling. Indeed, when packaging is marketed as "can be recycled" is it really? Is it recyclable in a few places or widespread, how easy is to separate part? Is it entirely or partly recyclable? Is it possible to recycle once, twice or indefinitely? And what about economically viable or are subsidies needed? Real recycling requires all this conditions. But steel is and remain a model of circularity that works."

NEW INNOVATIONS

On the exhibition floor, among the metal packaging manufacturers, the atmosphere was rather positive. Ball Corporation had just announced the launch of a new impact extruded aluminium bottle line, the Infinity Aluminium Bottle.

Jason Galley, director of innovation and sustainability, Ball Corporation, commented: "Consumers are demanding more environmentally friendly solutions for packaging their everyday products. We combined our product design and sustainable aluminium packaging expertise to develop another truly circular packaging solution – the Infinity Aluminium Bottle."

Available in various shapes and sizes, this impact extruded aluminium bottle can be customised for numerous beauty, personal care, food and beverage products. The bottles are available with a re-closable threaded cap that allows consumers to twist the top on and off.

Tubex was also ensuring a good visibility at the fair, with a strong presence in the awards competition. Their efforts have paid off, with two winning awards in the aerosol packaging sustainable technology category. Right up front is Tubex Aluminium Rise & Shine can, nicknamed the shiny "Glam-Can". For the first time, a metallisation layer is applied to an aluminium can. This new decoration technique is a joint innovation of Tubex Germany and Brazil. The Glam-Can is suitable for aerosol content as well as foundation, perfumes, and lotions.

The second Tubex award was granted to Unilever Dove Men & Care aerosol can. Due to the use of a patented alloy (Neucan 3.1) the can is nearly 20 per cent lighter than the previous standard can. The alloy allows the integration of 25 per cent or higher levels of PCR content, depending on the composition and quality of the PCR material. This important weight reduction was achieved by slightly changing the shape of the shoulder but also reducing the wall thickness. But the reduction of wall thickness makes the cans more sensitive to denting during packing and transport. To minimise the risk of dents Tubex invested considerably in a new packaging technology, named "layer wide packaging".


Leo Werdich, managing director, explained:

"The cans are transported on pallets, rather than packed in bundles. The advantage of this packing is that fifteen per cent more cans fit onto the pallet and fifteen per cent more pallets fit onto a truck. This also means fifteen per cent less warehouse space/pallets are needed."

Among the personal care category, Toyo Aerosol Industry was also granted an award for its Kao Cape Hair Spray, developed with Toyo Seikoan and Daiwa Can. This Hair spray has a new push button that works as a lever to reduce the force needed to deliver the product by 40 per cent. The can itself has a recess for easy hold optimised for the specific spray button.

Toyo Spaoxy Dualgel is using what it claims is the first dual-product aerosol. This face pack from Japanese brand Dr Medion combines sodium bicarbonate gel and citric acid gel, which together create carbon dioxide intended to improve blood flow and activate the metabolism of skins cells. The Dual aluminium can by Toyo features two aluminium pouches surrounded by nitrogen gas. It also possesses two individual stems to deliver each formula separately.

Lindal Group joined efforts with Nussbaum and Elysée Cosmétiques for the O'Lyssée aerosol. The Enhanced Mist Technology was insert for the launch of this Brume d'Eau Pure product. The patent-pending technology aims to improve issues with traditional aerosol actuators, notably a change in spray performance trough pack life. The product also uses a BPA non-intent aluminium can.

Direct printer on tube Hinterkopf was presenting the third generation of its equipment, with extended flexibility and an impressive quality of print. 



Crown round innovation shelf



Infinity Aluminium Bottle from Ball