

JANUARY 2019

Aptar & Ecover are launching their first dispensing closure made of PCR resin

Aptar Beauty + Home is proud to announce its first launch of a dispensing closure in Europe made from 50% Post-consumer recycled resin (PCR), confirming its leading position in the global transition to a circular economy and a sustainable future.

Aptar's comprehensive record in testing sustainable resins and knowledge of sustainable resin suppliers was key to Ecover's decision to collaborate with Aptar. Ecover is the European market leader in sustainable formulations for household cleaning products; the launch of the custom flip-top closure in PCR resin for Washing Up Liquid products makes it the first major brand to use PCR resin in its bottles and dispensing closures. Aptar and the Ecover team are continuing to explore further opportunities to roll out PCR within the Ecover product portfolio.

CUSTOMIZED DEVELOPMENT EXPERTISE

The successful development of this custom closure in PCR has cemented Aptar's position as Ecover's preferred partner for creating innovative and sustainable dispensing solutions. From the beginning of our collaboration, Aptar's custom development team demonstrated to Ecover both its capabilities and professionalism. Aptar's strong expertise in closure technology and proactivity in developing new concept designs was key to convincing this forward-thinking company to develop this exciting new project.

OUTSTANDING DESIGN

With 40 years' experience in creating sustainable household products, Ecover differentiates from its competitors through its consistent sustainable messaging combined with outstanding design. The custom-made flip-top PCR closure on Ecover Washing Up Liquid allows consumers to stand the bottle upside down towards the end of product life to ensure they get every drop out of the bottle.

The bottle is made from 100% PCR resin and is 100% recyclable. Its new retro design harks back to Ecover's heritage "Since 1979". The easy-to-open cap is available in several colors.

Far ahead of the competition in terms of both sustainable packaging design and product formulations, Ecover ensures its customers are washing their dishes to a sparkling shine while contributing to protecting the environment at the same time!



PRESS RELATIONS
+33 1 4265 0653

MATAHARI

SOPHIE CORONT DUCLUZEAU
s.coront.ducluzeau@rpmatahari.com

MARINE SIMON
m.simon@rpmatahari.com

Aptar
beauty + home