



WINNER
Weight reduction
packaging
europe



WINNER: DOW CHEMICAL COMPANY, PACXPERT™

PacXpert™ Packaging Technology is a flexible alternative to rigid containers from one to 20 litres for use in a variety of domestic, industrial and institutional applications. While Packaging Europe has awarded it first place in the Weight Reduction category in recognition of the way it facilitates the replacement of heavier, rigid containers, PacXpert brings a number of environmental savings—with the associated cost reductions—throughout the supply chain. It requires less material and is delivered flat when empty, increasing shipping and warehouse efficiency, and possibly reducing carbon dioxide emissions. In addition, its unique design allows the evacuation of all the content, even for highly viscous products. Finally, after use, PacXpert occupies less space reducing the volume of waste and, thanks to its modular structure, it could potentially be reused or recycled.

Suitable for a wide range of applications, from loose food products and bulk beverage containers to windscreen fluid, PacXpert Technology's flexible, lightweight design delivers 50 to 80 per cent weight savings over traditional rigid packaging alternatives. It is also lightweight for transportation purposes, weighing ten times less when empty, and for disposal, meaning emptied containers take up less receptacle space when discarded.

In addition, the technology reduces content waste by allowing consumers to achieve a better product yield—Dow claims it results in potentially zero leftover product (compared with five to 20 percent leftover with a viscous product in rigid packaging). It requires less overall raw material during the manufacturing process when compared to rigid packaging alternatives. Moreover, it is easily stackable, being the first pouch on the market without secondary packaging requirements, takes up 40 per cent less shelf space, is reusable and can be recyclable, and offers printable film instead of using additional label material.

An early product of Dow's new ethos collaborative innovation, centred on its Pack Studios facilities, PacXpert looks set to be a sustainable innovation which is desirable in the consumer marketplace. It provides striking differentiation on the retail shelf, with four printable sides that maximise branding opportunities. In addition, thanks to a second handle on the base of the pouch, offers easy handling and controlled pouring, even in high volume formats. Available in a range of sizes and for both edible and non-edible items, PacXpert offers a variety of customisable options such as fitment closures.

PacXpert has already received industry plaudits for its performance, sustainability and cost-savings advantages, notably at the 2015 Edison Awards' gala in New York City. Dow received the Silver for PacXpert™ Technology in the "food packaging and beverage" category and was selected by a panel of more than 3000 executives and academics for The Edison Award based on four key criteria—concept, value, delivery and impact

Visit: www.dow.com/packaging



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