

info packaging

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Packs for paediatric syrups: a Bormioli Rocco foursome



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company news

CLEAN ROOM: PRODUCTION BEGINS

The first five machines in the newly built plant in Castelguelfo have entered service: by the end of this year the number will rise to ten.



The new clean room has begun operating, and is currently being used for the manufacture of packaging destined for the pharmaceutical sector, in particular for ophthalmic products. In future it will specialise in high quality processes concerning all the products that require spaces where temperature and particle contamination is strictly controlled.

The work on enlarging the Castelguelfo plant began in 2008 and was finished in the summer of 2009. The new building has a floor-area of 2,000 square metres and has been designed to allow the gradual addition of new totally electric machinery, both for injection moulding and injection blow moulding processes.

“In this initial phase we have five machines in operation, which should rise to 8 or 10 by the end of this year” – explains Ideo Righi, industrial director of the Bormioli Rocco Plastics Business Unit – “We have already seen positive results, despite the crisis having forced us to scale down our initial estimates and proceed with greater caution.”

This is a major strategic investment aimed at guaranteeing clients optimum standards of security and quality. The new clean room has an ISO 7 classification and is situated within a setting that will have an ISO 8 class once it is fully operational. Procedures have been initiated for obtaining ISO 15378 certification for this manufacturing extension, which means complying with standards specific to primary pharmaceutical packaging, i.e. containers that are directly in contact with the product.

“We hope to conclude this process by the end of 2010” – says Righi, and adds – “The launch of the clean room is a major achievement for the Plastics Business Unit, embodying its goal of improving product quality by improving manufacturing process, both from the hygienic-sanitary and the technological viewpoints.”

THE LAUNCH OF THE BIO BOX-SET

The first encounters, in Italy and abroad, began in October. The goal: to make the beauty treatment world more aware of environmental issues and to explain the advantages of choosing “green” packs in terms of marketing and economics.

In order to encourage companies in the cosmetics sector to use more environmentally friendly packaging, the Plastics Division has created a Bio box-set composed of five bottles in materials that are biodegradable, recycled and renewable.

Launched in October, this is a project with broad horizons, involving both Italian and international companies. A member of Bormioli Rocco staff personally presents one of the 500 box-sets made in recycled cardboard. Each set is eco-friendly inside and out and contains bottles in PLA, PE-R, PE Green and 100% recycled PET.

The sixth bottle is made with virgin PET, in order to directly illustrate the exceptional transparency of the recycled PET.



Beauty and Bio really can make a winning team, as is demonstrated by the various recent partnerships signed between the Plastics Division and important cosmetics manufacturers.

In addition to its constant technological quest for new eco-compatible materials, Bormioli Rocco further stresses its environmental commitment through this awareness initiative focussed on showing companies the benefits of green choices. Beyond this, the experience progressively acquired by the Plastics Division – in terms of producing and recycling, food contact status and manufacturing tests – all goes towards ensuring higher quality and greater efficiency.

Finally, the Bio box-set has been studied to offer a graphic layout that is co-ordinated with the product catalogue, thus offering examples of the available options for customising and decorating packaging: a concrete demonstration that attention paid to a bottle's aesthetic impact is perfectly compatible with reducing environmental impact, and indeed can contribute to it.

THE PLASTICS BUSINESS UNIT ON FACEBOOK



After YouTube, the popular Facebook social network becomes part of the Business Unit's media mix, tapping in to web 2.0 potential

The Plastics Business Unit makes its presence felt on Facebook and opens a new channel for communicating with web users. The presence of the profile is an additional option, along with the official company site, for all those wanting updates on the company's latest news and novelties. At the moment the social network page offers a description of the Plastics Business Unit's main fields of activity in the pharmaceutical, cosmetics and food sectors, but further contents will very soon be added. Visitors have much greater possibilities for

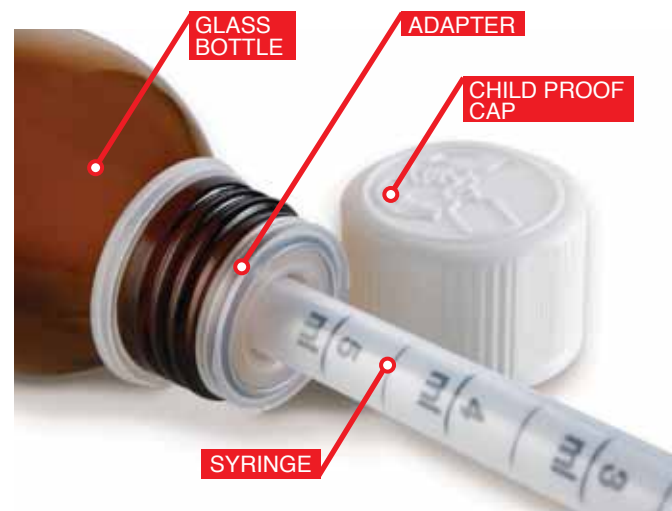
interaction: they can become "fans", suggest the page to others, or connect directly with the Plastics Division website. Building on its experience with YouTube, the Plastics Business Unit continues to explore web 2.0 potential, and particularly its content-sharing platforms.

PACKS FOR PAEDIATRIC SYRUPS: A BORMIOLI ROCCO FOURSOME

Bormioli Rocco comes up with an innovative integrated packaging solution composed of bottle, adapter, oral dosing syringe and cap. Maximum safety for infant patients and ease of parental use are guaranteed by an exclusive patent for bottle and adapter.

Bormioli Rocco has developed a packaging solution that ensures total safety and practicality in administering syrups to infants and children. The Plastics Division and the Pharmaceutical Glass Division have collaborated in evolving and manufacturing a pack comprising bottle, adapter, dosing syringe and plastic cap, safeguarding children's health at the same time as making life simpler for Mum and Dad.

The bottle is made of type III yellow glass and has been specially adapted to guarantee greater security during administration. The bottle's neck finish (PFP 28mm) has been modified in order to make it connect perfectly with the adapter, which no longer risks detachment. This accessory has been carefully studied so that it's no longer simply inserted into the bottle: thanks to a special rim it remains firmly attached to the bottle's neck finish. Both bottle and adapter have been patented and now constitute a Bormioli Rocco exclusive. The oral dosing syringe, the third element in this packaging set, is produced using processes that guarantee elevated levels of hygiene. In general, the Plastic Division's pharmacy dosage stems offer numerous customisation possibilities in terms of both colour and decoration. Finally, the bottle's cap with its child-proof plastic cap and tamper-evident seal complies with safety regulations for pharmaceutical containers and packaging, and can be supplied already attached to the adapter. Glass bottle, adapter, syringe and cap: Bormioli Rocco presents itself to client manufacturers as the single supplier of a complete integrated packaging solution.



BOTTLE FOR AROMACHOLOGIE BY L'OCCITANE: ECO-GLAMOUR IN A 300ML FORMAT

Made of 100% recycled coloured PET, the pack is designed to overcome the challenge of reducing environmental impact .

Inside is a shampoo rich in vegetable-extract essential oils, outside is a translucent, cool green bottle made of 100% recycled plastic.

L'Occitane turned to the Bormioli Rocco Plastics Division to develop a bottle in 100% recycled PET using injection-stretch-blow moulding technology: a choice which admirably reflects the importance that the French company attributes to sustainable development.

The recycled material delivers a highly attractive bottle with reduced environmental impact.



materials

TAILOR-MADE FOR THE ENVIRONMENT

Biodegradable and renewable: the frontier of cosmetics packaging is called PLA



To highlight the formulations of natural and organic cosmetics, the Plastics Business Unit offers bottles made of PLA, a material derived from maize which after use can be thrown out like a banana skin, along with other waste destined for conversion into garden compost!

PLA is a 100% vegetal derivative and decomposes naturally without releasing damaging substances, being both biodegradable and compostable.

“Among our clients” – explains Maurizio Bianchi, commercial director of the Plastics Division – “the quickest to tackle this challenge have been the cosmetics companies, traditionally the most dynamic and tuned-in to market trends.” This fact has also been favoured by this sector’s less restrictive regulations on compatibility between contents and packaging, compared for example with the pharmaceutical sector, where biodegradable materials have not yet been authorised for packaging.

A significant number of major cosmetics companies associated with environmental values have opted for containers made of PLA. Altromercato, the fair trade consortium, has chosen Bormioli Rocco PLA bottles for body oils and salts for its Natyr line, the Uomo Bio Line, and many other products. The Naturalmente brand has also gone for an environmentally friendly pack for its shampoos and hair products, which are made from botanical substances and aromas derived purely from plants and flowers that have been cultivated according to organic and biodynamic agricultural principles.

“For the moment only a small percentage of our bottles are made from eco-compatible materials” – concludes Maurizio Bianchi – “but we systematically advise our clients to choose this option. Many companies are facing up to the challenge of recycling and bioplastics, and are gradually moving towards eco-sustainable packaging.”



COC AND PEN, BARRIERS AGAINST DAMP

High performance materials plus the Plastics Business Unit's expertise equals quality packaging for pharmaceuticals.

The Plastics Business Unit is one of the few companies on the market to offer PEN as a packaging material for pharmaceutical products. This material performs as an excellent barrier against oxygen, humidity and UV rays. Compared with other plastic resins it has a higher level of resistance to hot-filling and responds better to sterilisation processes.

Bormioli Rocco can also offer its clients bottles made of COC. Transparent, pure and unbreakable, this material provides an excellent barrier against humidity and therefore maintains content integrity and contributes, for example, to keeping pre-prepared solutions constant. It can also be sterilised, and conforms to American, European and Japanese pharmacopoeia.

This latest generation of resins makes it possible to extend the range of uses for containers in plastic materials to include many of the fields (notably that of pharmaceutical products) where up to now there was no valid alternative to glass containers.



trade fairs

APPOINTMENT IN PARIS FOR PHARMAPACK

Bormioli Rocco will be making its appearance at Pharmapack reinforced by its new clean room: a further guarantee of elevated qualitative and technological standards in Bormioli Rocco packaging destined for the pharmaceutical market.

For the occasion, **on the 1st and 2nd February in Paris**, the Plastics Business Unit will also promote its exclusive packaging system for paediatric syrups, its new formats of dosing syringes, and its bottle caps with silica gel: safe, practical and, above all, a valid barrier against humidity. We'll be waiting for you at **stand B17!**



BORMIOLI ROCCO PREPARES FOR VITAFOODS

The world of Diet returns to **Geneva from 18 to 20 May**. Bormioli Rocco too will be part of Vitafoods, where it will present an innovative two-phase solution for beverages that makes it possible to contain substances to be mixed with liquid inside the same bottle or phial. As well as its novelties, the Plastics Business Unit will also be showing a selection of its product range: two-phase closures, tablet containers, bottles, sample containers, various phials in PET for hair products and, of course, its single-dose systems with their various accessories, particularly stressing those with increased barrier effect, which preserve product efficacy without requiring changes in filling methods or user consumption habits. We'll be waiting for you at **stand 977!**



ECOFRIENDLY MATERIALS AND PACKS: PROTAGONISTS AT COSMOPACK

As far as Bormioli Rocco is concerned, the next edition of Cosmopack will be decidedly green: along with various other novelties, its environmentally friendly materials will feature strongly in **stand B29** at the exhibition to be held in **Bologna from 15 to 18 April**. Biodegradables such as PLA, recycled plastics such as R-PET and R-HDPE, renewables like PE Green...the Plastics Business Unit offers client companies a whole range of eco-compatible packs that are strong on aesthetics as well.

A special space will be devoted to a preview display of the company's latest proposals in differently shaped and coloured bottles, along with a selection of new caps and accessories.

