

The cardboard cap for aerosols

A ***"CAP-TIVATING"***
INNOVATION





ABOUT US
WIMBÉE Packaging



DEVELOPMENT
The different steps of creation



CHALLENGES
Client's expectations



ADVANTAGES
Technical and marketing

Summary

About us

WIMBÉE PACKAGING

WIMBÉE is a family business, created in 1924, by the grand-father of the current directors. The company specialised in the production and sales of cardboard packaging and, at the time, created its own manufacturing tools. After making a name for itself in the manufacture of cheese boxes and ice-cream, WIMBÉE created and patented a cardboard cap for aerosols. WIMBÉE is located not far from Disneyland Paris, which makes it practical to deliver its goods via truck or plane. We work with French clients as well as international ones. Following the success of its ø52mm cardboard cap at the end of 2023, a second diameter was developed (ø65mm) and another one is being considered (ø45mm)



First factory at La Ferté sous Jouarre

THE DIFFERENT STEPS

of creation

The idea came when HÉRITAGE, a French company and brand owner of O'Cedar, Baranne...contacted us to see if we could design and manufacture a cardboard cap for their aerosols. They wanted to highlight the fact that their product was 100% made in France, could be entirely recycled and could represent an interesting alternative to plastic caps. The cardboard cap was therefore the logical choice.

The request

HÉRITAGE contacted us to create a cardboard cap and put us in touch with MCBRIDE, their aerosol filler, for the development of the product.

The development

Joint work with MCBRIDE to put together the cap's drawings / plans and to develop prototypes.

The launch

After a lot of trial and error, resistance tests were done (lateral and vertical compression strength, transport...) on prototypes and improvements were made when necessary to meet MCBRIDE's standards.



Challenges: Client's expectations

The client, HERITAGE, wanted to have a cap that was 100% made in France. They also wanted to suppress the use of plastic on these products, while having a good resistance to certain elements. This cap had to be easily adapted to the machines of their aerosol filler so that no development had to be made on their lines.



A strong product

Lateral/vertical compression strength
Transport
Resistance to drop test
But... **Has to easily adapt to** filler's production lines



A recyclable product

No need to separate the materials when thrown away
No PE
FSC® cardboard
But... Can be **customised**



A local manufacture

To give more authenticity to the products they bring back to life
But... With a **high production capacity**

Technical & ecological

ADVANTAGES

In order to best meet the demands of our customer, we have developed a cardboard cap which does not aim to “dethrone” the plastic cap, but to position itself as a differentiating and innovative product. The cardboard cap has many technical, ecological and industrial advantages. On the WIMBÉE side, there was no particular development since the cap is a mixture of a round cheese box and an ice cream lid!



Product 100% recyclable

Can be made out of **recyclable cardboard**

Reduction of environmental impact (carbon footprint divided by 4 vs plastic)

No particular development on lines for aerosol fillers

Compatible with steel or aluminium cans*

Strong resistance to drop test

Temperature resistant

Marketing Advantages

“The power of the image”

The main advantage of the cap, in addition to its eco-responsibility, is its ability to be customised. It then becomes an additional communication support for:

- *Promotions, sales
- * Highlighting something new,
- *The diffusion of a particular message,
- *Any additional text...

There are multiple possibilities because the rim and the disc can both be personalised.

The visual impact on the consumer is therefore much greater than with a simple monochrome cover and the customisation possibilities allow brands to create products reflecting their identity and values.





Conclusion

Our cardboard cap positions itself as an innovative and differentiating product, with the ability to be customised and therefore more easily visible on the shelves in order to capture the attention of the final consumers. By using recyclable materials, companies reinforce their brand image as eco-responsible and therefore attract environmentally conscious customers. The innovative and eco-friendly aspect of the cap can be integrated into marketing campaigns, creating engaging stories around this product.

Following the success of the 50.8mm diameter cardboard cap, WIMBEE has developed the 63.3mm diameter and will soon sample the 43mm diameter in order to offer a wider range of aerosol caps.



Thank you for your time and attention.

Any questions?

Contact

Do not hesitate to contact me if you have further questions.



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