

Case Study - Material Substitution

Material substitution offers recycling benefits while maintaining technical performance



The Challenge

Although the cosmetics industry generally uses coated OPP films, the current trend is to simplify the packaging where possible. However, coated films offer many conversion benefits compared to uncoated.

The Application

Perfume overwrap requires many different properties from sealability to superior optics, to surface resistance. Sustainability features are now a major factor in material selection. This can include carbon footprint reduction along with material simplification for easier recycling.

The Solution

Propafilm™ OFR35 uncoated OPP film.

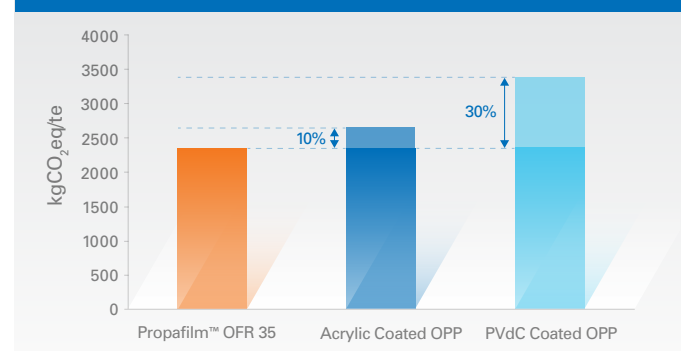
Technical Benefits

- Scratch and scuff resistance
- Non-whitening, alcohol resistant surface
- High gloss and clarity

Sustainability Benefits

- Reduced carbon footprint compared to the standard films
- Simpler structure designed for recycling
- Non-chlorine containing
- On-pack recycling label UK (OPRL)

Global Warming Potential



From cradle to gate

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