



SmartPack provides an eco-friendly bulk packaging solution that also saves money



The innovative SmartPack “Bag-in-a-box” packaging concept provides major environmental and operational benefits that add up to significant financial and environmental savings.

Johnsen & Jorgensen, the UK packaging specialist will be promoting their new SmartPack range on stand No.107 at easyFairs.

In recent years there have been increasingly louder calls for business to become more responsible for the environmental impact of their product packaging. In many sectors there are businesses that have taken positive steps to become greener, simply because of the positive perception of their brand.

However, EEC and government legislation is now placing ever-greater cost pressure on business to reduce or recycle waste, by means of punitive landfill charges.

So with this in mind, SmartPack offers particular benefits for companies involved with bulk handling and distribution of a wide range of liquid and granulated products. SmartPack’s combination of a rugged cardboard outer, which is totally recyclable and a high tech plastic inner, using 84% less plastic than a standard drum, offer obvious savings in the cost of disposal.

It will also reduce logistical costs, as SmartPack folds flat when not in use. This means that less space is required for warehousing and that far fewer deliveries are required, further reducing both its cost in use and its carbon footprint.

SmartPack is suitable for food, beverage, chemical and pharmaceutical applications and is available in five



bulk containers, the corrugated outer lends itself to all types of printing and branding.

J&J sales manager, Geoff Killock said, "At J&J, we're all very excited by the interest in our SmartPack range. We are receiving orders and enquiries from all sectors of industry, simply because SmartPack makes sense on so many levels – environmentally, logistically and most importantly, financially".

Full details of SmartPack can be found by visiting www.jjpack.com or by contacting Geoff Killock on 0161 874 1930.

And if you will be visiting easyFair Packaging Innovations Exhibition in Birmingham they will welcome you in their stand 107.

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