

# 2024 Packaging FOCUS

**BOLD, EARTH-FRIENDLY**

**REFILL, REUSE, RECYCLE**

**PERFORMANCE EXCELLENCE**



**June 19, 2024 SR Packaging Focus**

Have bold designs, opt for earth-friendly, viable solutions and performance excellence, helping skincare brands create success utilizing esthetical choices, sustainability, and packaging functionalities.

## Bold design

**Stylize packaging to impress  
at all costs, sustainably.**

Customization comes in two ways, mold tooling and decorations. Mold tooling works out exclusivity, while optimized decoration methods are flexible with unlimited visual impact. Some decoration processes eat up spending on budget-limited projects and attach to neglected environmental costs. Yet, along with the production advances, better choices broaden.



▲ **Molding gradient**

Molding in two-tone gradation PET bottle.

**Maximize customization  
results without excessive  
process.**

By utilizing tooling and molding know-how, it is possible to customize without excessive process. The **molding gradient** is to have the two-tone shades ready at the PET preform stage, and the molding PET bottle is in a two-tone color-gradation. Add the most opt-for silk screen printing and hot stamping to garnish astonishing component design, glow, and texture to realize desirable results.

# Earth-friendly

## Esthetical choices of sustainability.

The co-extrusion blow molding process allows a thin, matte, **soft touch** layer on the PP or PE bottle surface to have a tactile feel. The components do not require a secondary process, but the outcome is overly satisfying and almost the same as soft-touch spray coating.



◀ **Co-extrusion soft touch**  
Add a thin, matte, tactile layer on PP or PE bottle.

▶ **Metalsheen**

The molding plastic components shine metallic without metallization.



**Metalsheen**, a metallic pigment for plastic molding colorant, offers a cost-effective ECO option. It stands out and turns plastic components shiny without metallization.

Combined with custom coloring, it provides a metallic luster to PET, PP, and ABS components to ensure new items fit into existing packaging collections.

**Mold texturing** enables packaging items to transcend from the purely visual to engage the consumer on another level. Adding a proprietary process, molding plastic components can be given any textures to emulate natural materials like wood or leather or create unique tactile sensations.

SRP's technical engineering is advanced enough to offer precise details on component corners and angles and create stereoscopic effects using simple 2D images to maximum effect.



▲ **Mold texturing**

Adding a proprietary process to give molding plastic parts any textures to create unique tactile sensations.

# Refill, Reuse,

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# Recycle

Retains consumers with  
a green renewal plan.

**The Refills** are PCR airless cartridges (EBM AIRLESS technology). Consumers will need only to purchase the complete set by the beginning, then reuse the pump and outer case as long as they continue to renew their skincare products using the same line. For every renewal, they can toss the emptied cartridges directly into the recycle bin without struggling to disassemble the components.

[Refillable PCR Airless](#) ▶

[Airless Shuttles](#) ▶

[AMARI](#) ▶

[RePod](#) ▶



The various PCR airless cartridges differ in style, volume, and dispensing type to help brands shape the ideal skincare solutions to satisfy consumers. The 3-in-one Airless Shuttle includes airless pumps and airless sprayers in one set to serve the ultra-personalized beauty market. AMARI features a twist-lock pump and the PCR airless cartridges fit in classic-shaped bottles for brands to shift from old-fashioned, piston-type airless bottles to refillable, recyclable PCR airless design.

# Performance Excellence

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Improve design to

- ★ *Reduce plastic.*
- ★ *Maximize performance and protection.*
- ★ *Use recycled plastic and make it recyclable.*

## The answer is EBM AIRLESS.

**The** exclusive Extrusion Blow Molding Airless technology is lightweight with maximum protection to extend product shelf life and is fully recyclable. It cuts down 70% of plastic usage compared to piston-type airless bottles. It looks like an atmospheric EBM bottle with a wide range of molding possibilities but is airless to add value to skincare products with premium protection.

EBM airless handles a wide range of viscosities and is currently available with 24/410 pumps and sprayers of dosages of 1 cc, 0.7 cc, 0.5 cc and 0.2 cc.



▲ From 15 ml to 500 ml. EBM AIRLESS  
maximize skincare potentials.



Yet, there are also Airless Tubes. The lightweight tubes with airless pumps are perfect for makeup items that require an air-blocking barrier, clean dispensing, and easy-to-control dosage of precision.

Airless Tubes of flexible volume and length: D25, D30, D35, or D40, with a maximum filling capacity of 150 ml.

The world continues to roll, and the rules of packaging usage change to have less environmental impact. As such, it's vital to have packaging design adapted to the latest fashion.

Recyclability is elemental. Choose lighter components with better performance, use minimum decorations, preferably refillable and recyclable again, and always opt for PCR to sustain the plastic loop and the planet.

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## **Sustainable lifestyles start with packaging innovations.**

Started in 2003, SR Packaging companies in Taiwan, China, Japan, and the United States manufacture EBM airless bottles, jars, tubes, sprayers, and pumps using post-consumer recycled plastics and plant-based bioplastics to help skincare, personal care, beauty, and cosmetic companies build measurable success in line with consumer demands and sustainable lifestyles.



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