




# Innovative, Recyclable and Ecommerce Capable Packaging



*Unique, custom bottles developed specifically for the innovative dispensing pump and flip-top closure*

**Sustainable packaging is no longer optional.**

Regulators and elected officials, large retailers, and consumers are placing the responsibility on brand owners to evolve their packaging needs in ways that maximize efficiency, reuse materials, and minimize overall impact on the environment. Brands that take measurable action toward environmental and social improvement and communicate their goals effectively will win their consumer's trust, and ultimately, purchase loyalty.

At TricorBraun, our insights-driven approach to packaging solutions utilizes consumer and market insights as the foundation to deliver a package that reflects your brand identity, resonates with consumers, and stands out from the competition to help ensure sales success. It's also a great way to optimize your packaging strategy for cost savings, technical performance, sustainability, and more.

Products making ESG-related claims averaged **28% cumulative growth** over the past five-year period.

– McKinsey & Company



## Providing Packaging That Responds to What Consumers Want

We take pride in delivering commercial-ready custom packaging that delights consumers, drives brand loyalty, and helps your business grow. Read what our customers are saying:

**“Our unit consumption has increased 20% year-over-year since the rebrand and new packaging launch,”** said Tim Schaeffer, CEO at Seaweed Bath Co. “In addition, the new, sleek packaging attracted new and former retailers who had previously removed our brand from their stores. We are thrilled with this outcome.”



“TricorBraun works with notable customers and we wanted a partner that would provide the most innovative options. We didn’t want to be behind the curve but at the same time, we didn’t want customers to think that the integrity of our products had changed,” says Chelsea Zomberg, Operations Manager at Chuckles Inc. She explains, **“The packaging needed to communicate a deeper message about the value of our brand and it needed to speak to our customers.”**

# Implement the Innovative Solutions Now

To ensure speed to market in an environmentally sustainable solution, explore bottle options paired with the **100% polyethylene pump** that is **fully recyclable with PET and PE bottles**. In addition to its recyclability, it's ecommerce capable, easy to use, showerproof, and ensures a premium aesthetic.



## MONOMATERIAL PUMP

### SPECS

**Neck Finishes:** 24-410\*, 28-400, 28-410

**Output:** 1.4cc (24-410)\*, 2cc (28-400, 28-410)

**Dip Tube:** Length to customer specs

**Materials:** 100% polyethylene

**Colors:** Black, white, natural, or custom

### RECYCLABLE

Fully recyclable with PET and PE bottles

Meets APR (Association of Plastic Recyclers) Preferred Guidance

Certified by Institute Cyclos-HTTP (ongoing certification for the closure)

Recognized "A" by RecyClass (higher level; ongoing certification for the closure)

### ECOMMERCE-CAPABLE

Test results vary based on final formula and packaging size

Amazon ISTA 6 compliant

On/off locking system

360° rotating actuator = no breakage (lotion pump only)

### EASY TO USE

Innovative locking system

Visible on/off ring with double click sound

Showerproof design provides formula protection

### PREMIUM AESTHETIC

Orientable actuator

Discrete internal mechanism

Customizable on/off ring color



*\*24-410 with 1.4cc output available for import.*

# Complete Your Family Line

This **customizable flip-top** not only addresses the need for a sustainable solution, but it is also **ecommerce capable**. The closure maintains the same neck finish as the 100% polyethylene pump to minimize the total bottle types needed.



Bottles shown with 28-410 closures

## CUSTOMIZABLE FLIP-TOP

### SPECS

**Neck Finish:** 28-410

**Material:** Polypropylene, PCR capable

**Colors:** Black, white, natural, or custom  
*Frosted body with gloss lid*

### RECYCLABLE

Will separate from PE or PET bottle during recycling process

### CUSTOMIZABLE

Ensures premiumization and customization to brand, also available plain

### ECOMMERCE CAPABLE

Test results vary based on final formula and packaging size

Non-visible ecommerce features for intuitive experience



## Target Categories



BODY CARE



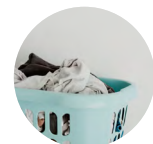
HAIR CARE



BABY CARE



PET CARE



FABRIC CARE

# Custom Solutions

For unique, differentiated solutions ready to be tooled, **explore custom bottle and graphic designs from our award-winning Design and Engineering team** that resonate with consumer expectations for responsible package formats that match visual aesthetics ranging from premium to modern to bright.

Our Design and Engineering team spans capabilities from industrial to graphic design, engineering, quality, and commercialization. **For the optimization of these solutions for your brand, or to develop a design tailored to your specific needs, email us at [marketing@tricorbraun.com](mailto:marketing@tricorbraun.com).**



## PREMIUM

*Bottle shapes and sizes can be customized to meet your brand's requirements.*



**MODERN**



**BRIGHT**



# Driving a Responsible Packaging Strategy



## Develop a recyclable solution for a circular economy.

Talk to our trained team members on optimizing package formats through shape and decoration. Consider testing at a certified facility to receive APR recognition.



## Utilize post-consumer resin (PCR) to reduce total virgin plastic use.

Our team can conduct testing to ensure requirements for package performance are met.



## Consider a refill strategy to further minimize single-use packaging.

Explore our depth and breadth of solutions, including [flexible packaging](#).



## Consider biodegradable solutions.

Ask us about [BioBottles](#).



## Ensure no unnecessary headspace.

Our modeling capabilities enable you to test new solutions on your filling lines before investing in production tooling.



## Evaluate material gram weight for package performance while helping to prevent unnecessary plastic being used.

Our team can conduct testing to ensure requirements for package performance are met.



## Optimize the entire Supply Chain.

Reduce transportation distances and implement more efficient packaging processes to further reduce total carbon footprint.

**Ready to get started on your responsible packaging solution?** Consider our spotlighted products and connect with our experts to ensure your final packaging solution meets your unique brand requirements for product protection, budget and timeline.



Scan the QR code to explore our catalog of responsible personal care packaging.



## Who We Are

At TricorBraun, we leverage our robust global supply chain to provide high-quality, cost-effective packaging solutions. We operate from more than 100 locations across the Americas, Asia, Europe, and Australia—and our over 2,000 team members have expertise in sourcing, logistics, quality, vendor-managed inventory, and warehousing.