

living nature / premier plastics

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Living Nature Range



ENTRANT

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CATEGORIES ENTERED

Plastic Packaging



SPECIAL FEATURES



Living Nature has long been recognised as one of the world's most truly natural and reliable skin care ranges, formulated with only the purest natural ingredients. Originally, the majority of their product was packaged in frosted glass bottles and jars. During 2005 Living Nature decided to change their packaging to something more environmentally friendly for a global relaunch of the brand.



Premier Plastics was forced to develop their own blend of raw material to ensure good mouldability across all components to achieve a high degree of dimensional stability. The optimum material developed was a Random Co-polymer Polypropylene, modified by the addition of 15% by weight of calcium carbonate (chalk) with no added colour. This blend was not being used for this purpose anywhere else in the world.



It has dimensional stability, stiffness and is able to maintain good sealing surfaces under stress. All components are moulded from the same material, are recyclable as a single unit without prior disassembly.

All bottles are silk screen printed using the latest technology UV inks - no solvents are present in inks.



Living Nature's old packaging = 150ml frosted glass bottle weighing 178gms imported from Taiwan. True comparison of weight saving has averaged the weight of the new 100ml and 200ml packs = 30.5gm. Per 100,000 units the total packaging weight in glass was 17.8 tonnes while the same quantity in plastic - 3.05 tonnes. Energy saved in transporting the huge glass tonnage from Taiwan to Akl, Akl to Kerikeri for filling and back to Akl for shipping is astronomical in comparison to the new plastic packaging. This together with the individual weight saving by the travelling customers is an added benefit.