

# Topics

●●●●● WINTER 2013

Plasticum exhibits at the following exhibitions:

- Aerosol Spray & Dispensing Forum Paris  
6 - 7 February, [stand C12](#)
- Packaging Innovations Birmingham  
27 - 28 February, [stand A30/A32](#)

Get updated on Plasticum's innovations and developments in this Topics newsletter or visit us at our stand.

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PLASTIC PACKAGING GROUP DESIGN  
PRODUCT

&

**PLASTICUM**  
INNOVATIVE PACKAGING SOLUTIONS

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## Revlon adopts Jessica

Revlon has chosen Integrated Spray actuator Jessica for their Charlie body fragrances. An elegant design, superb functionality and good value were the key drivers for Revlon's choice. Jessica complements the glamorous look of the aerosol cans. Extensive tests showed excellent results and fine spray patterns of the different floral fragrances. The target audience is the young, self-confident and independent woman.

Jessica (35 mm) is a horizontal spray actuator that is fitted with the patented Integrated Spray (IS) technology, designed and developed by Plasticum. The actuator can be supplied with different over caps, varying from straight to domed designs to customise the product and create a premium shelf appearance.

## Over Cap Sunshine

Plasticum recognises the market need for high quality, cost-efficient and eco-friendly products. Therefore Plasticum developed Sunshine, a lightweight 65 mm over cap for aerosols. The objective was highly focussed on efficiency improvement and lower integral costs, yet also with an eye on environmental market requirements.

Sunshine is automatically layer packed by a robot, which leads to a higher packaging density. Layer packing provides all kinds of logistical improvements and significant savings in operational handling to customers.



Next to the logistic advantages, Sunshine offers quality benefits. Thanks to the solid layers and firm stacking, the caps remain perfectly round shaped, resulting into substantial efficiency improvements on the customer's high-speed filling lines.

By selecting a special raw material, mechanical properties are maintained. In addition, the material saving as well as the efficiency improvement gives a considerable reduction of the carbon footprint. This new market standard has been launched with 65 mm caps, however more diameters will follow.

## Spray Cap Jill (52 mm) Integrated Spray Technology

Some key features of Jill:

- competitive pricing
- full range
- customisation
- excellent functionality
- advanced features
- suitable for Personal Care



## Interview Aerosol Europe

Read about the interview with Roel Zeevat (CEO) and Gerrit Verhagen (Sales Manager): [www.plasticumgroup.com/news/](http://www.plasticumgroup.com/news/)

# Lindsay Goldberg acquires Plasticum Group

In September 2012 private equity company Lindsay Goldberg LLC, New York – in central Europe represented by Lindsay Goldberg Vogel in Düsseldorf – has acquired Plasticum Group. Before Plasticum was owned by private equity company NPM and the Plasticum management team.

The acquisition will help Plasticum to further accelerate its fast growth as well as to expand on a global scale. With the financial support from Lindsay Goldberg, Plasticum can drive its strong growth strategy and roll-out their cost-effective and sustainable packaging innovations.

Earlier in 2012 Lindsay Goldberg acquired German plastic packaging manufacturer Weener Plastik AG. The acquisition of Plasticum implies a reinforcement for both companies and creates good opportunities to strengthen the companies' competences.



Weener designs and produces innovative plastic packaging for Personal Care, Food and Beverages, Household and Healthcare. These are packaging solutions, such as plastic caps and bottles, valve closures and jars as well as dosers and dosing systems.

Weener has a network of production locations in 21 countries word-wide, employing more than 1.200 people.

For over 50 years now Weener has been providing its customer with innovative products and customer service based on wide-ranging expertise, while constantly improving product design, function, quality and convenience.

## MaxiDose Oval snap-on 27 with double TE



Plasticum has marketed this new oval valve closure for Food and Personal Care applications. Unique are the two tamper evident (TE) functions. The first one is clearly visible at the front. The second one is a breaking rim at the inner backside that cracks the closure wall when the closure is separated from the bottle. This way the consumer is fully assured of first use.

The lid can be opened and closed conveniently with one hand thanks to the practical butterfly hinge. The lid covers the complete top of the closure and can therefore be used for engraving to customise the closure with a logo or other design. The standard neck size is snap-on 27 mm, however snap-on 25 mm is available on request.

The valve version ensures a clean and controlled dispensing thanks to the patented MaxiDose technology. It also enables a top-down use of the bottle.

## Sombrero

This new standard, lightweight cap is called Sombrero due to the similarity with a Mexican cap. It is two-tier, with a top tier containing spices or herbs that are kept in via a foil liner. The bottom tier snaps onto a standard 66 mm metal cap of a glass jar that contains for example pasta sauce.



## Splenda & Danny Boy



Plasticum developed two standard wide mouth screw closures called Splenda and Danny Boy.

Splenda is a 66 mm closure fitting onto PET and PP jars.

It has a high gloss and smooth surface. This new product in the market replaces the traditional metal cap, which usually fits on glass jars. Splenda meets the trend to replace glass jars by PET or PP.

Danny Boy looks a bit the same, but has a ribbed side. It is a 68 mm closure for glass jars and replaces the existing plastic closures, however it is lighter. Like Splenda, Danny Boy is made out of PP.

After moulding a wad is mounted into the closures. The metal layer, which is sealed on the jars, provides the required tamper evident function.

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