

World First for Skin Care Industry for ECO Care with Alert Packaging Ltd supplying Wet Wipe Packaging made using Cardia biohybrid™ resin

Alert Packaging after the initial concept was developed specified the film using Cardia's Biohybrid™ resin. We had to speedily push the film through a validation process and were happy to bring the product to the market on time. The film is easy to use on conventional FFS lines with seal initiation temperatures reduced as an added benefit. The film has a soft feel and was combined with a Matt OPP & Flexographic print to produce a very aesthetically pleasing pack.



Cardia's Biohybrid resins combine renewable thermoplastics with oil-based polymer material to reduce dependence on finite oil resources and to reduce the carbon footprint. The renewable material is derived from a non-genetically modified corn crop. Furthermore they are compatible with current plastic recycling processes, and are food safe compliant.

"We are looking forward to working with Alert to develop renewable and environmentally friendly packaging that complements our products and principles" Mr. Taylor said.

"Globally we will be the first manufacturer of organic wet wipes to use renewable packaging solutions. It is a huge coup for us and offers strong market differentiation. "

For Alert Packaging Ltd it is a new and exciting product. Bringing differentiation and innovation to our customers is a key part of our business and ongoing success.