

Stop Press January 2009: New trigger spray bottle range

Esterform are pleased to announce a new range of trigger spray bottles comprising 500ml, 750ml and 1 litre sizes. The bottles are lightweight designs capitalising on retailer demands for packaging reduction. The bottles will see their first commercial application for a market leading range of garden chemicals, replacing HDPE (High Density Polyethylene) bottles, delivering @ 30% packaging weight reduction and @ 20% improved finished product space utilisation.

Demand for PET trigger bottles is set to grow strongly, with many products moving to trigger packs from aerosols on the grounds of cost and environmental concerns. PET is also frequently replacing extrusion blow moulded HDPE since it better meets market requirements in a number of respects, particularly:



New Esterform Trigger Spray Range

- Precision neck finish means no leakage, even with searching liquids like detergents and solvents
- Better overall dimensional tolerances, improving filling and labelling efficiencies
- Clarity - the trend is towards clear containers to aid recycling
- Recycling - PET has well established systems for recycling and has the highest recycling rate of any the plastic types. This has made PCR (Post consumer recycled) PET resin widely available, giving brands the option of positioning their brand as using recycled plastic for packaging
- Economics - high speed PET systems are delivering savings verses slower extrusion blow moulding used for HDPE

The new range of trigger bottles is available for general sale, complementing Esterform's existing customised trigger bottles in production for leading household and car care customers. Further new custom trigger designs are also in the pipeline for other brands that are keen to capitalise on the benefits of PET and working with Esterform.