

A superior alternative to aerosol

Based in the Netherlands with operations worldwide, Airopack Group has developed a truly innovative packaging solution that performs as well as it looks. 'Clean, fresh air' packaging from Airopack is an automatic and pressurised dispenser platform that the company has patented worldwide. The packaging solution was recently chosen by Procter & Gamble for its most innovative Gillette Fusion ProGlide Sensitive shave gels. Erwin Boes, Commercial Technology Director at Airopack Group, explains that their packaging offers many advantages when compared to aerosol, including controlled dosing, corrosion free materials and beautiful, transparent displays. Airopack says their patented technology offers a safe and clean alternative for traditional aerosol dispensing systems.



Mr. Boes explains that the company was founded by the Kelders family of entrepreneurs, who previously managed Keltec, a manufacturer of airless dispensing systems. This company was sold to US-based packaging giant MeadWestvaco in 2007. Since then, their focus has uniquely been on the Airopack system.

Airopack Group's global sales headquarters are in the Netherlands, with plastic part manufacturing in Switzerland, and full-service production in Belgium. The company also has an international sales presence, including in the US. These operations combined can serve as a full-service operation, offering a turnkey solution for brands that want to quickly and easily launch new products in Airopack.

The key to Airopack is a high-precision pressure control device (PCD). Included is an air-pressure reservoir that provides constant controlled-flow product dispensing. Airopack works with a wide range of different product formulations and characteristics, providing a continuous dispensing flow from start to finish with zero strokes to prime and with 360-degree dispensing possibilities. Mr. Boes adds that Airopack is suitable for the packaging of

all products that can normally only be squeezed out of a tube: from toothpaste to facial cream through to pharmaceutical gels. An important factor is that Airopack allows the product to be airlessly contained, keeping it clean, fresh and totally uncontaminated, even by air. With no contamination of the liquid, cream or gel in the container, the formula is totally protected. Airopack also is environmentally friendly: there are no inhalation risks, no propellants and no unnecessary waste.

The dispensers have a luxury look and feel, which appeals particularly to beauty and personal care brands. "We're currently focusing on those segments, as well as on home care, but there are endless opportunities and potential applications for Airopack, which we will continue to explore," says Mr. Boes. "Research and development has always been the pillar of any of the Kelders family's business ventures. Innovate or die is our motto."



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