



# CLEAN, SUSTAINABLE, UNIQUE

The innovative packaging manufacturer Airopack is bringing its worldwide-patented ‘clean, fresh air’ packaging solution to a global audience. Emma-Jane Batey spoke to sales director Patrick de Vleeschouwer to learn more about this exciting company.

**IN** the fast-moving world of packaging it takes something pretty special to stand out. Airopack has certainly managed to achieve the almost impossible: a truly innovative packaging solution that performs as well as it looks. ‘Clean, fresh air’ packaging from Airopack is a new AUTOMATIC airless dispenser platform that the company has patented worldwide. The platform, also called ‘Airopack’, has quickly cemented the company’s position on the world packaging stage.

Airopack’s global sales headquarters are in The Netherlands, its manufacturing headquarters are in Bilten, Switzerland and its Full Service Production facilities in Belgium. It also has additional representation offices, production and sales offices in the US, France, Spain, Switzerland and Hungary. In the 2nd quarter of 2015 Airopack will open a brand new plant in the USA as part of the Airopack expansion strategy and to serve its global client base to the fullest.

With all of this, Airopack is well positioned to maximise its potential for global growth.

## **Incredible potential**

Global sales director Patrick de Vleeschouwer told Packaging Europe, “Packaging is a simple yet difficult business. Airopack is already performing well in this challenging sector thanks to our brand new platform: Airopack is a totally new product, somewhere between an airless dispenser and an aerosol. It’s incomparable: There are no gases or propellants at all – just clean, fresh air.”

The innovative Airopack dispensers are driven only by air yet are as powerful for the last drop of liquid as for the first, even when it’s sprayed upside down. Mr de Vleeschouwer continued, “No matter how the dispenser is held, it gives the same easy utilisation. We call it the 360: Airopack can be held any way and the product comes out the same, whether it’s upside down, nearly finished, whatever...you don’t need to shake it and you just keep pressing the button for the same constant pressure. This makes Airopack especially suited to the luxury packaging sector as it has a real quality feel.” ▷

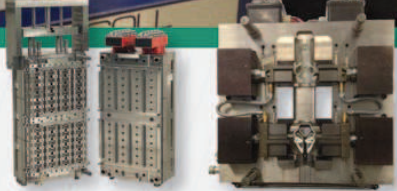
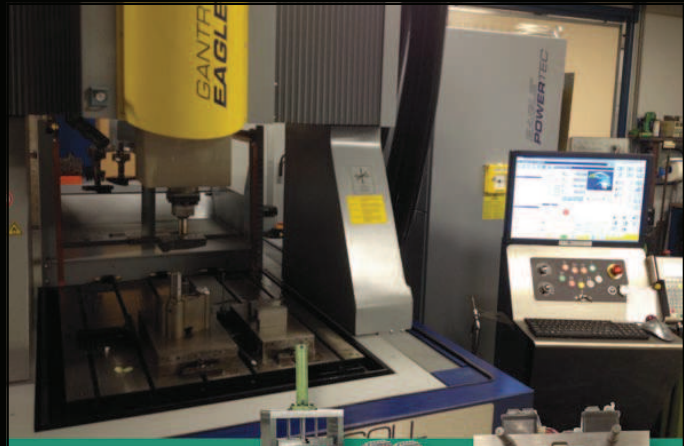




Airopack allows the product to be airlessly contained, keeping it clean, fresh and totally uncontaminated, even by air. With no contamination of the liquid, cream or gel in the container, the formula is totally protected. Mr de Vleeschouwer explained, "Airopack is a sustainable, airlessly pressurised dispenser that can be beautifully manufactured in different dimensions and with different filling volumes. It's unique in the packaging sector. As the formula does not come into contact with anything other than the container itself, it stays totally uncontaminated. We are already finding that huge, global brands that value high end packaging are excited to be offering their products in Airopack packaging."

**Blue chip customers**

The rapid growth of the company has certainly been commercially positive, as it has gained blue chip customers including Elizabeth Arden, Proctor & Gamble and Method, the US brand name for European eco-cleaning brand Ecover. With Airopack easily and totally recyclable as well as enjoying a luxury feel and performance, Mr de Vleeschouwer pointed out that it is the perfect match for a broad range of manufacturers. He said, "Green brands and brands that want to promote a more sustainable conscience – all big brands have to give attention to their carbon footprint now. We've already had great demand from the cosmetic and household sector and we're seeing a huge increase in interest from other sectors such as DIY and food and beverage. It's getting pretty hectic here and we love it!"



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With the increase in interest in Airopack sitting tightly alongside its expansion in terms of actual brands using Airopack airless dispensers, the company is understandably excited about its inevitable expansion. It has a strong network of manufacturing and sales capabilities worldwide, with particularly targeted activities in Europe and the US, where the majority of its business has so far been conducted. Emerging markets are also an interesting prospect for Airopack; for example, the expanding beauty segments in Brazil and Asia offer an interesting opportunity. Airopack will be attending various packaging industry fairs in 2014 to bring its unique offer to a wider audience and will be pleased to meet with customers and potential customers at shows such as Interpack and LuxePack.

### Customisable capabilities

As Airopack is proudly 'continually optimising' its product, its network and its opportunities, Mr de Vleeschouwer concluded by explaining how he believes the company will continue to grow in the coming years. He said, "Today Airopack is available in one shape and lots of different sizes but we're working hard to be able to offer a wider variety and more high-end options. We'll soon be manufacturing our unique packaging with an even more luxury feel – greater customisable options with colouring, metallising, sleeving and printing. We offer lots of choice for all different types of brands that want to promote a more sustainable packaging that really stands out from the competition." □

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