

“HELIX PACK” AN ECO-FRIENDLY AND LOW COST ALTERNATIVE TO BLISTER PACKAGING

Blister packaging is well-known the world over. But it suffers cost and non-recyclability disadvantages. Traditionally, it is manufactured using individual product moulds and high grade PVC and this requires a significant investment in equipment and in energy during the manufacturing process. The blister element is heat bonded to the backing card and as a result becomes contaminated with board fibres; this means it cannot be recycled.

Our client has developed an alternative packaging system known as the HELIX PACK which overcomes these disadvantages and adds further benefits. At the heart of the new design is a spiral (helix) cut sheet of material, which expands over the product, holding it securely against the backing card. Benefits of HELIX PACK include:

- can be used in many different ways and it has a “one size fits” all capability
- unused packaging remains flat – reducing warehouse and transport demands
- increases production flexibility
- improves marketing by encouraging tactile shopping
- increases consumer appeal by its ease of opening
- allows a single item to be packed and shipped to a customer without in-line blister forming equipment – no tooling costs, no make-ready costs.
- material savings up to 35% can be achieved eg. by using distortional elements in standard cardboard cartons.

Most importantly, the HELIX PACK can be manufactured in such a way that all elements can be cleanly separated allowing them to be recycled in line with the European Packaging Waste Legislation: **REDUCE – REUSE – RECYCLE**



Neatly holding a dish in place



An easy step from flat card to 3-D lamp retaining package

HELIX PACK has been awarded “Millennium Product” status by the UK Design Council and has been granted patents in the UK, Europe and the USA. On behalf of our client – the designer of the HELIX PACK - we are now seeking a commercial packaging manufacturing partner who, with sufficient foresight and market reach, will be able to take on the design (for example under a licensing agreement) and fully commercialise the product internationally. For further discussion, please contact:

**David G. Mooring, Strategic Allies Ltd., The Red and White House, 113 High Street,
Berkhamsted, Herts. HP4 2DJ, UK. Tel. +44 (0)1442 860634
Mobile: +44 (0)7973 500846 email: david@strategicallies.co.uk**