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Shape your own: Canvas Airless range breaks new ground in customisation

Quadpack's new airless product family allows custom shapes with minimum lead time and reduced investment, using 15% less plastic

Cosmetics companies seeking to express their brand identities through their packaging, while protecting their formulas with an airless system, now have the perfect solution in CANVAS Airless®. The new range from Quadpack offers the ability to explore never-before-seen shapes in airless products, enabling customisation with reduced investment and minimal lead time. Made using patented bag-in-bottle technology, CANVAS Airless® is a proprietary airless container system with collapsible pouch, which opens up a world of creative possibilities.

Bag-in-bottle is an evolution of the bi-injection blow moulding technology acquired by Quadpack in 2019. Developed in conjunction with R&D partner Inotech, the two-phase process lowers investment and vastly reduces development time compared with bespoke piston airless packs. Preforms are bi-injection moulded at Quadpack's airless manufacturing centre in Germany, to be blown in a single pass in the desired shape.

The long-term aim is to stock the preforms in all three of Quadpack's key territories – EMEA, the Americas and Asia Pacific. Brands can then rely on local supply for late differentiation and a lower carbon footprint. As such, CANVAS Airless® is part of Quadpack's QLine portfolio of smart, modular solutions, delivered in the region, for the region.

"CANVAS Airless® provides a blank canvas for creative design," said Quadpack Head of Market Development Pierre-Antoine Henry. "With one mould for infinite shapes, it enables greater freedom of expression. Brands can choose oval, square, convex, concave and other forms – and all without additional outlay or time delay. It sets the new standard in airless packaging, offering accessible added value, along with all the benefits of airless technology."

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Airless packaging protects formulas from external contamination, while increasing shelf life. The pumps can be used at any 360° angle, while actuating the bulk with minimal waste. CANVAS Airless® performs highly on this front, with a restitution rate of 97 per cent.

As a bi-injected, two-layer, pouch-based pack, CANVAS Airless® uses 15 per cent less plastic than piston airless equivalents and it can be made with a choice of materials. The QLine range comes with an LLDPE pouch and PET outer bottle as standard, both recyclable materials. Current outer options include rPET and PETG, while inner options include surlyn. Further sustainable materials will be available in future, while a metal-free pump and refill formats are both on the product development roadmap.

CANVAS Airless® will be commercially available from January 2022.

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About Quadpack Industries SA

Quadpack Industries is an international manufacturer and a provider of enhanced packaging solutions for beauty brand owners and contract fillers. With offices and production facilities in Europe, North America, and the Asia Pacific region and a strategic network of manufacturing partners, Quadpack develops bespoke and customised packs for prestige, masstige and mass market customers. For more information, please visit www.quadpack.com.

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