

Newsletter

A Message from the CEO, Marta Sylvester

“Brands often claim that sustainable packaging is too expensive when compared to the current plastic packaging they use. If you are only looking at the cost of the container and not the many added benefits, you are missing the point and the true cost of plastics vs aluminum (Infinitely recyclable).”



ALUMINUM KEY PERFORMANCE BARRIERS

1. Moisture Vapor Transmission Rate (MVTR)
2. Oxygen Transmission Rate (OTR)
3. UV Light
4. Odor

MVTR

We tested aluminum bottles with a metal closure for MVTR and found NO discernable weight gain during the testing period. So if you have a highly hygroscopic product or just need to protect potency, and product degradation, etc., [call us for 3rd party test results!](#)

UV LIGHT

UV Light is a factor that may cause your product to lose strength, fade color and in some cases, UV light can hasten the disintegration of your product. Aluminum will protect your product from these and other UV light related issues.

OTR

Oxygen ingress is another area of concern for many products. Aluminum outshines other materials such as plastic by protecting atmospherically sensitive products from the outside environment! Besides a loss of efficacy and reduction in shelf life, exposure to oxygen can result in product discoloration, toxicity, flavor profile loss, as well as a host of other issues that affect the stability/shelf life of your product.

ODOR

Concerned about maintaining product odor inside your package without penetrating through the package? Aluminum is the answer!



INDUSTRY TRENDS

- **PLASTIC-FREE:** Brands are increasingly looking for plastic-free components for their products. Metal, Glass, and Paper are among the winners. With innovation making advances at a fair clip.
- **PLASTIC REDUCTION:** In some markets like OTC/Pharma, reducing plastic without compromising performance barriers is gaining traction with innovation at the ready!
- **LUXURIOUS/REUSABLE RECEPTACLE PAIRED WITH SMALL PACKAGING CONCENTRATED FORMULATIONS:** This fabulous idea, started in the household product space and is quickly becoming a trend in other markets, like personal care.

Check out some brands we love!



Meet our newest member of the NuGen team:
Jennifer Reed, she's our fabulous insides sales &
customer service extraordinaire!

We will work with you to provide the best solutions for
your brands' success and our precious Earth.
Let's connect!



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