



A CLEAR VIEW ON PACKAGING PERFORMANCE

FRIPOO, O. KLEINER AND DOW COLLABORATE TO CREATE AN INNOVATIVE PACKAGING SOLUTION FOR WINDSHIELD CLEANER WITH ENHANCED CONSUMER CONVENIENCE

Swiss brand owner FRIPOO has worked with selected partners to develop and sell a store brand of year-round windshield cleaner for vehicles, packaged in 5 litre lightweight flexible packaging. The packaging is based on an innovative solution brought by O. Kleiner AG, enabled thanks to the PacXpert™ Packaging Technology by Dow.



THE FRIPOO STORY

Family run FRIPOO Produkte AG is a small to mid-size manufacturer for vehicle, household and industrial cleaning products. As a company, FRIPOO are well renowned for their eco-friendly cleaning fluids and have specifically created an anti-allergy range of cleaning products. The company also prides itself on looking for innovative solutions for its cleaning products, especially those that are directed at the consumer. They specialize in water-based solutions and cater for a large number of Swiss companies, such as supermarkets and other retailers, DIY stores, dealers and agents for long distance transportation, as well as the Swiss army and the Swiss railway network, SBB. In addition, they run a small business via an e-shop.



IDENTIFYING THE CHALLENGE

FRIPOO was challenged to supply Switzerland's leading supermarket, Migros, with a summer and winter windshield cleaner for their "Miocar" brand. At the same time, they wanted to ensure the packaging was sustainable and functional.

They began working with packaging converter O. Kleiner AG and were looking for a packaging design which would not only reduce the weight of their traditional rigid plastic containers, but ensure secure packaging for the winter and summer window screen fluid. As this particular fluid contains a product for the winter, it tends to be more aggressive than the plain summer product. Therefore, the packaging requires a more solid barrier in order to make sure the product remained in good condition and the packaging remained secure.



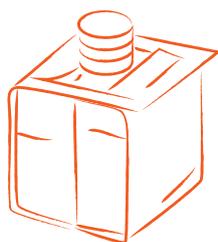
A CLEAR SOLUTION

With a great business opportunity ahead of them and a challenging brief to fulfil, FRIPOO was in need of reliable and innovative partners to help steer them to success. O. Kleiner AG won the new business with its BRAINYPACK® pouch, which is based on Dow's PacXpert™ Packaging Technology. The collaborative approach ultimately succeeded in developing a new, lightweight package design that incorporates easy-to-use handles and specially designed closures that enable precision pouring of the fluid.

BRAINYPACK® POUCH DESIGN FEATURES



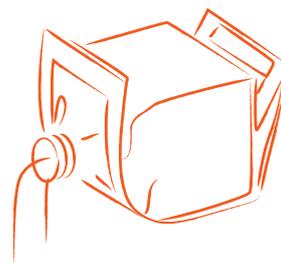
Ships and stores flat



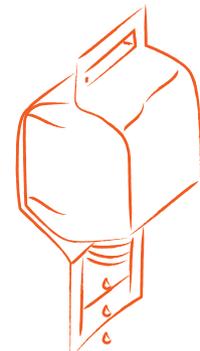
Sturdy, stable construction



Easy transport



Ergonomic design



Empties completely

In addition to being designed for optimal consumer convenience, the innovative packaging design enables a range of other benefits for manufacturers, brand owners and consumers alike:



Material Savings: Material savings per pouch in comparison to traditionally used jerry cans are significant, reducing the empty package weight from 190 grams to 90 grams (6.8 to 3.2 ounces), e.g. 5 litres in volume.



Increased Sustainability: Uses fewer raw materials, less energy and water to manufacture – an excellent sustainable profile. In addition, the solution enables greater transportation efficiency with empty packages shipping flat, potentially lowering CO₂ emissions.



Brand Protection: Filled package has excellent stand-up stability and also offers excellent shelf appeal with ample billboard space. Graphic design options include four printable sides, see-through windows and excellent optics.



Cost Efficiencies: Discarded packaging material takes up less receptacle space than comparable alternative rigid packaging, thus lowering waste removal costs.

So far the pouch has been piloted as a trial period for the 5 litre cleaner, but may also be considered for 10 litre volumes. “Our market strength is flexibility in varying order sizes,” comments Dietger Leyendecker, CEO of FRIPOO. “Our main business is smaller packages. We decided we wanted to try the Brainypack as we are always looking for solutions that make a difference. For us, we could see that the overall benefit lies with the consumer.”

The way Switzerland deals with waste is beneficial for flexible packaging – the public are acutely aware that their plastic waste is incinerated and they are very keen to reduce the space that plastic takes up in their waste. “We pay by volume in Switzerland,” says Leyendecker, “so it makes financial sense for the consumer as well as it makes them feel that there is less material going into waste.”

However the company also sees some major advantages. “I don’t like wasting space with empty cans and rigid containers before filling them – it is like I’m renting space for air and transporting air. It is ideal that we can store and transport up to 10 times as many flexible packaging versus cans,” concluded Leyendecker.

A SUCCESSFUL BUSINESS COLLABORATION

In the first half of 2015, FRIPOO and retailer Migros started a project to be the first in the market to sell Miocar windshield cleaner in the BRAINYPACK® pouch. Beginning in April, 20,000 bottles of the Miocar product have started to be stocked in 50 Migros stores throughout Switzerland.

While only recently out on the market, the packaging has received a warm consumer reception with 50% of customers attracted to the lightweight and easily disposable packaging, and another 30% find it appealing once they see how stable and precise it is to pour using the handles.

Evolving together to meet market needs & enable growth

“We’re really proud of this successful collaboration and new packaging design for Miocar windshield cleaner, which demonstrates how PacXpert™ can help brand owners differentiate themselves with modern, convenient, and environmentally savvy packaging,” said Fabrice Digonnet, New Business Development Leader for Dow Packaging & Specialty Plastics in EMEA. “Momentum for the technology continues to grow, especially as we collaborate across the value chain to create growth opportunities for brand owners & retailers like Migros, producers like FRIPOO, converters like O. Kleiner AG who are licensees of the technology, and Dow.”

“I do believe in this new design as we have invested in a new state of the art, fully automated filling machine enabling my company to grow its business.”

Dietger Leyendecker, CEO of FRIPOO



About FRIPOO

FRIPOO Produkte AG is one of the most powerful Swiss manufacturers for liquid cleaning and care products for vehicles, households, and industry. Our core commitments focus on customer orientation, quality, innovation, and sustainability. Founded in 1969, our company has evolved into a successful stock corporation with its own efficient production and warehousing facilities close to Zürich/Switzerland.

We help our customers – e.g. retailers, DIY markets, car parts distributors, bus and train companies - be successful in their business segments using either customer brands or our own protected brands. Based on our superior know-how in chemistry, manufacturing, and supply chain management, we create valuable solutions.

Our most successful products include: windscreen cleaners, engine coolants, car care products, home care products, and sustainable products, e.g. anti-allergic, climate neutral, biodegradable.

More information on FRIPOO can be found at www.fripoo.ch.

About O. KLEINER AG

O. KLEINER AG is a manufacture of high-quality food and non-food flexible packaging for domestic and international markets. O. KLEINER AG has had its headquarters in Wohlen, Switzerland since 1954. The family-owned limited company, with 85 employees, supplies sophisticated laminated and coated packaging, printed in all three mainstream systems; Flexo (8+1 colour), Gravure (10 colour) and Digital (HP20000). Products can be supplied in reel, sheet and pouch form.

O. KLEINER AG has, for the past 20 years, realised important investments in technical innovation and in their environmental programme. They have convinced markets with their specialities:

- CANPEEL®, a flexible film can closure system, replacing aluminium lids with an easy-open peelable function.
- BRAINYPACK® a revolutionary easy-pour flexible pouch, replacing rigid packaging for liquids and free-flowing and powdered goods.
- O. KLEINER AG carbon-neutral packaging.

O. KLEINER AG has accumulated vast experience over more than fifteen years in Digital Printing and has recently launched its latest innovation: 'Digital-print with metallic impact'.

For more information on O. KLEINER AG, please visit www.okleiner.ch.

About Dow

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