

AEROdynamics

Issue No.9

WHAT'S NEW IN AEROSOLS

Aerodynamics is designed to keep you up to date with the latest in aerosol innovation. This issue looks at some new products and shapes in the industry and highlights just how well the aerosol format performed in the annual *Consumer Product Of The Year Awards*, coming top in four different categories. Our guest columnist, packaging design expert, Michael Webster, examines recent design innovation in consumer goods; turn to page 2 to read his comments. The products featured show that whether for personal care, home-care or industrial use, the aerosol is a format that delivers safely, effectively and efficiently.

Consumers vote aerosols a favourite in Product Of The Year Awards

Consumer Product of the Year is the UK's largest independent research into product innovation with over 12,000 consumers voting in a survey conducted by TNS. In 2008, there were thirty-five categories and the aerosol format was voted best product in four of them: Suncare, Oral Care, Hair Styling and Deodorant. Organisers of the awards event commented that only the most original and improved products on the supermarket shelves are likely to win.

Oral Care: **Aquafresh Iso-Active Foaming Gel.** Manufacturers claim that this new toothpaste removes 25% more bacteria than ordinary toothpaste. The users' mouth temperature activates the gel transforming it into a rich foam which spreads rapidly – reaching hard-to-clean places.

Hairstyling: **Pantene Pro-V Enhanced Layers Create and Hold Hairspray** is designed with a micro-fine spray system for more even coverage, to lift and hold layers in place, while enabling hair to move freely.

Deodorant: **Sanex Natur Protect** is a more natural, yet highly effective deodorant that is kind to skin. It contains the mineral alum compound that the makers claim 'actively works with the skin to counteract bacteria and protect against body odours, whilst letting the skin breathe'.

Suncare: **Savlon Aftersun Foam Spray** is a product which immediately cools and soothes sun-exposed skin. Its innovative foam spray allows the user to apply the product without touching the skin and, unlike other sprays, you don't even have to rub it in. Manufacturers claim a special moisturising ingredient called dexpanthenol, has been scientifically proven to help accelerate cell renewal and quickly restore skin condition back to normal.

For information: www.productoftheyear.co.uk

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GUEST COLUMNIST



Delivering the Vision in Aerosol Design

'Designing for the future, not for now' is crucial to success, explains guest columnist, Michael Webster.

We have seen innovation within aerosol design and manufacture over the past few years. Can shaping. Cap-less actuators. Even triple spray nozzles. But the majority of innovations are incremental improvements rather than big ideas. Small steps rather than giant leaps, evolution rather than revolution. Yet the more that competing aerosol products become the same, the more important it is to be different.

Based upon my experience of working within the industry, innovation has broadly come from two processes. The first is where a technology is developed by a manufacturer and then 'pushed' on to the market through adoption by one or more brands. Some of these innovations answer consumer needs, such as better ergonomics; some answer brand needs, such as improved product communication. But all are generally reactive to market demands. This is commonly known as 'technology push'.

The second is brand-led innovation, where the key driver is brand differentiation and the empathy for their consumers' requirements this entails. We at Seymourpowell have experience of this through the design of the award-winning Dove Petal and Axe/Lynx Neutron aerosol packs. Both designs were focused on providing a new, more fulfilling and relevant experience for each brand's consumers.

But while these processes offer tangible improvements, both have limitations. Technology innovations often need to find a purpose. And the intentions of brand led innovation can very often be compromised by what the manufacturer and supply chain can provide within the development timescales available.

There is an opportunity therefore for brands and manufacturers alike to develop their own unique, holistic vision for aerosols in the 21st century: visions that answer consumer, brand, technical, social and environmental requirements at the same time.

And the way to do this? Start with the consumer. Understanding what consumers' needs will be in the *future* provides a great platform for innovation. By identifying the problems and opportunities that aerosols could focus upon along with where the world is heading, relevant, compelling and consumer-focused visions can be created by designers.

Sufficient time must be allowed to realise the visions. But the advantage here is that we are designing for the future, not for now. This allows time to put in place appropriate development strategies to effectively 'pull' the technology to deliver the vision.

Michael Webster is Associate Director of Seymourpowell
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Impress No Vac packs get face-lift

Impress is the manufacturer of aerosol cans for No Vac, the fastest-growing brand in the carpet freshening category. Echo Brand Design has recently repositioned No Vac away from the category of a tough, under-the-sink household product and is now building its presence in the category of home freshening. The new design aims to highlight the 'gentle effectiveness' of No Vac. The aerosol features a white background – rather than the previous vibrant colours – with a soft-edged image to indicate the fragrance.



The views expressed here are those of the author and not necessarily those of BAMA.

FOOD FOR THOUGHT

Spray pure olive oil

The Lindal Group had developed a Bag-On-Valve with a patented actuator. In partnership with French company Fareva/Noveo, the new valve has been used for an innovative new olive oil spray that delivers a pure product in a controlled way, providing consistency for pan frying or for dressing salads and vegetables.

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ColepCCL launches Airspuma™



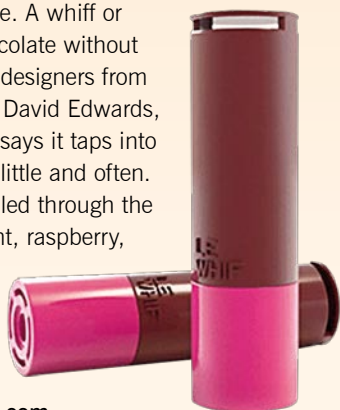
Contract manufacturer ColepCCL, has been working with Imaginative Cuisine Ltd to develop the new Airspuma™ - 'the new light airy sauces that enhances taste and presentation at the touch of a button'. Food foams can be made in a restaurant kitchen by utilising specialist equipment not normally available in the home. By combining aerosol technology with specific ingredients, new formulae were required in order to develop the varying foam characteristics and at the same time ensure stability of the foam, so that it "breaks" just when you want it to. This new product allows the amateur cook to produce excellent results every time. Airspuma™ is available in a range of sweet and savoury flavours.

For information

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Breathe in and enjoy your chocolate fix

Scientists have created an inhaler packed with tiny particles of chocolate. A whiff or two gives the pleasure of chocolate without any of the guilt, so claims its designers from Harvard University. Professor David Edwards, who created Le Whif inhaler, says it taps into the modern-day desire to eat little and often. The chocolate powder is inhaled through the mouth and is available in mint, raspberry, mango and plain flavours, packed in plastic bags and then inserted within a small aerosol dispenser.



For information: www.lewhif.com

A "hole" new aerosol use

The Australian Mining Company, a division of the MTI Group, has released Solo BlastBag borehole plugs that are suitable for use in extreme temperatures. According to the company, the equipment is the first ever single-hand deployable, two-speed BlastBag. To use the patented, two-speed aerosol latch, users simply press the trigger with their thumb to the first indent to activate fast inflation, or press the trigger to the second indent to inflate slowly. Markings on the product display all relevant information pertaining to use, safety and hole size. The product uses a non-flammable aerosol propellant, and is manufactured with a seamless aluminium aerosol can (steel can is also available) and is available in eight sizes ranging from 64mm to 351mm.

For information: www.miningaustralia.com.au

Spray your fears away...

Arachnophobic security maintenance engineers can now sleep easier and their customers can save money. Spiders love to create their webs around warm places such as PIR detectors and CCTV camera housings. Spider infestation can result in false alarms wasting time and maintenance call out charges. QED security equipment and accessories company have developed a new spider deterrent in the form of an aerosol spray – Spider EX.

For information: www.qed-online.co.uk



Crown enhances convenience of paint products for consumers

Crown Aerosols Europe, has recently worked with leading coatings manufacturer, ICI Paints, which has adopted new aerosol packaging for its Hammerite Metalmaster® Electrostatic Paint Gun range of metal coatings. The paint canister uses Crown's bi-compartmental (BICAN®) technology. It offers consumers excellent practicality due to its 360° operation and requires little effort to use. Product is dispensed cleanly and accurately as a plastic inner bag keeps the metal paint and propellant completely separate. No shaking is required and there is minimal residue remaining. This product represents the first non-shave gel application using Crown's technology.

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How green is your packaging?

When considering the packaging format of a new product, its 'green' credentials are frequently near the top of the list. Over 75% of local authorities collect empty aerosols for recycling and the aerosol industry voluntarily removed CFCs from aerosol production twenty years ago. The British Aerosol Manufacturers' Association (BAMA) and LAWWR (The Local Authority Waste & Recycling) magazine have recently launched the 'Can Do Awards' which will reward the best local authority recycling campaign that includes aerosols.

For information

www.bama.co.uk

or www.lawr.co.uk



Need an aerosol logo?

BAMA can provide free artwork for the reversed epsilon (which denotes that the aerosol has been made in full compliance with the Aerosol Dispensers Directive) and the voluntary badge-style warning against volatile substance abuse, widely used on aerosols sold in the UK – 'Solvent abuse can kill instantly'. We can also advise on the dimensions of the weights and measures 'e-mark' and share our recommended statements on CFCs and recycling. Contact us through our website or on 020 7828 5111.



For more information about aerosols and for details of aerosol fillers, marketers, component, machinery and ingredient suppliers, an electronic copy of this newsletter or a list of BAMA publications, look on www.bama.co.uk or contact:

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Lynx – smaller but just as powerful

Unilever has launched a pocket sized aerosol 'Lynx Bullet' body spray that measures just under 8cm and weighs 3.23g. The tiny aerosol can has a lockable twist ring actuator and is the first pocket-sized male body spray to be launched in the UK. It is available in three fragrances.

This product launch was achieved by working with some of the best external experts in Design and Manufacturing. Zuko (US) was the open innovation partner. They led the project and used their agency, Nottingham Spirk, to design the twist lock actuator. Thai Daizo (Thailand) was the manufacturer and development partner and numerous component suppliers including Mitani (Valve/Actuator) and Alucon (Can) were employed in the process.

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