

Innovation: The driving force behind progress

The launch of a new barrier pack application laboratory in France, the opening of a 100,000 square foot facility in Indiana and a portfolio of new products, 2018 has been a productive year for global packaging leader, Lindal Group. Global Sales Director, Phil Lever explains how constant innovation and investment is central to the company's progress and vision for the future



Phil Lever, Lindal Group Global Sales Director

The word 'innovation' has been adopted by many different industries and over time its meaning has become skewed and generalised. Yet the true meaning of innovation: advancement, continual improvement, originality are the foundations of Lindal's track record in dispensing technology.

The company's \$20 million (€17 million) facility in Indiana opened in May this year, comprising state-of-the-art manufacturing infrastructure, new product manufacturing technologies and in-house laboratories, all key aspects of Lindal's long-term strategy. Lever says: "Naturally, the expandable campus facility in Columbus is a reflection of our commitment to the US market and indicates our success in outgrowing our former footprint, but it is the Group's emphasis on research and development that is the driver behind our achievements and testament to the importance we place on developing packaging technology to its fullest potential.

"To expand our product portfolio, not only do we need increased capacity but it is crucial we stay ahead of the game when it comes to innovation and creativity in order to create the packaging technologies of the future."

Sustainable alternatives

So, what are the key focus areas when it comes to innovation? According to Lindal, one of the current aims is providing sustainable alternatives to conventional aerosol systems



Bag-and-bag (BAB): Lindal Group's unique dual dispensing technology

and the associated primary packaging components. For example, the use of plastic containers as opposed to tinplate cans, as well as research into full plastic valves and actuator technology, an area of increasing interest and activity in the market. Lindal's ambition is to be at the front of this revolution. Full plastic packaging offers greater options

in recycling whilst utilising pre-existing infrastructure, as well as greater pack customisation configurations for brand owners. This line of research and development is augmented by Lindal's activities in "hydrocarbon-free" compressed gas propellant and spray atomisation systems to create the aerosol of the future.

Process design assisting product innovation

Lindal's new Enhanced Mist Technology (EMT) is designed for low viscosity products like facial skin care mist, using compressed gas. During the nozzle assembly process, it is important that the centre post inside the insert does not become damaged and obstruct the spray channels. To avoid this risk the insert is assembled before it comes out of the injection moulding machine, combining both parts in one sequence. This process solution eliminates the need for specific assembly equipment and delivers higher product spray performance and quality.

Building barriers

Another important area of focus is the development and broadening of Lindal's barrier pack systems portfolio, underpinned by the opening of a bespoke new barrier pack application laboratory in France at the start of this year. The Briey-based innovation centre enables customers to test products, conduct compatibility studies and use the equipment and people resources within this facility to develop breakthrough products and gain competitive



Cyrano Nasal Actuator: a new design for optimum functionality and aesthetics

advantages. BOV (ball-on-valve) is already well-established on a global scale and Lindal is readying itself to focus further in this area and expand into currently untapped market and application areas.

According to a recent bag-on-valve technology market research report by Market Insights, the BOV technology market is expected to increase at a compound annual growth rate of 5 to 7% for the period 2018-2023. One of the ways in which Lindal is able to capitalise on the estimated growth in this area is by drawing on the experience of industry experts such as Georges Bouille, a respected authority in BOV technology, who has been an integral part of the development

of the new barrier pack applications laboratory and the creation of Lindal's barrier pack technology strategy.

As well as contributing to the EMT technology, Georges also worked closely with Lindal on its new nasal actuator, Cyrano, which addresses a number of human design factors involved in the nasal spray market, including improved usability and functionality for end-users, as well as creating marketing opportunities for brand owners through customisation of the dual-material actuator.

Lever says: "Georges is instrumental in BOV product development at Lindal. His experience is unrivalled and in this area of significant growth, we will work with him to maximise our success on future projects."

Lever also highlights the potential of the core technology to be further enhanced by products such as Bag-and-bag (BAB) and Bag-on-collar (BOC). BAB is a variation of BOV, where instead of one, there are two BOVs connected to a single, two-channel valve, ideal for products that cannot be mixed while they are stored and are instead combined at the time of dispensing or after application, but with the convenience of a single pack. Similarly, BOC is a dispensing technology for high viscosity products

Bag-on-collar (BOC): Innovative dispensing technology for high viscosity products



which traditionally cannot be dispensed using conventional aerosol packaging systems. This innovation specifically is opening up a cross-section of new industry segments and applications ranging from food to technical and medical, areas traditionally out of the reach of aerosol systems.

Long-term vision

Although Lindal's 2018 looks set to close with the official launches of the EMT and Cyrano at the FEA in October, the final months of the year signify Lindal's start of the next phase of activity, with major product launches driving the business through 2019 and 2020.

This timeline is an example of the company's philosophy on strategy and planning, with

Lever pointing out that although the company remains flexible to changes in the market, Lindal is very much focused on long-term plans.

Growth looks set to continue as Lindal plans further moves in North America and emerging markets like LATAM (Latin America), as well as a more active entrance in to Asia and China.

Lever concludes: "As always, substantial product and market research has gone into the development of our major launches scheduled for Q4 2018, their launch will mark a fitting end to what will have been a very progressive year at Lindal."

For more information:

This article was written by Alison Bishop, Communication Specialist.

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Lindal Group's new facility in Columbus, Indiana