

# FEA Global Aerosol

Member News

## Awards 2020



The FEA Global Aerosol Awards 2020 winners were announced in November, with two BAMA members scooping a win in the Packaging Element Design category and the Prototype category.

Suppliers, fillers, brand owners, and retailers all submitted products which were launched between July 2018 and June 2020, to showcase innovation across a wide variety of market segments.

Despite early fears that the awards would not proceed and despite the challenges presented by Covid-19, the FEA awards went ahead, with the European Aerosol Federation commenting on the genius, creativity and technical excellence of the aerosol industry.

### **Packaging Element Design category winner**

Aerosol dispensing leaders LINDAL Group have received the FEA Packaging Element Design award for their patent protected Bag-and-Bag technology (BAB).

A pressurised packaging system, BAB contains two chambers inside the same can, providing its own distinct capacity to package and dispense two incompatible formulations in the same pack.

The two products mix at the time of use through the dispensing system, or after application, depending on the end-user requirements and the actuator technology applied.

One of the key differentiators with LINDAL's BAB is the use of a centred

Bi-Power Valve instead of two separate stems. This eliminates the need to orientate the can during the filling process and allows existing equipment to be used with limited adjustments. Consumers also benefit because the centred stem allows a more equal distribution of the two formulas.

### **Brand benefits**

The FEA jury said: "The LINDAL Bag-and-Bag (BAB) technology is very complex to make work properly. Two incompatible formulations can be rapidly filled through a centred Bi-power valve instead of two separate stems. The flow limitation is managed in the actuator, and not in the valve. It can work with any container material, but formulations could look very stylish and futuristic in transparent containers."

Through BAB, brands within pharmaceutical, cosmetic, technical and food and beverage market segments can be more creative with product packaging and offer greater dispensing options for customers with products that may have traditionally required greater application expertise.

### **BAB benefits**

BAB also incorporates traditional BOV (Bag-on-Valve) features and extends opportunities for new applications allowing products that were exclusively designed for non-aerosols to be used with aerosols.

Kashif Choudhry, LINDAL Group Marketing Manager, said: "We are delighted that BAB has been recognised as the most innovative packaging element by the FEA. It has successfully achieved the ambition of mixing two products just before, or during use which marks a new and exciting chapter in the aerosol industry. BAB's compatibility with compressed air makes it sustainable, safe and easy to use for consumers."