

AEROdynamics

Issue No.14

WHAT'S NEW IN AEROSOLS

AEROdynamics is designed to keep you up to date with the latest in aerosol innovation. This special edition looks at some of the latest developments in the aerosol industry and features the winners and short-listed companies of the 2011 BAMA Awards and the Can Do Awards 2011. The BAMA Awards recognise innovation, success and on-going improvements and pay tribute to the excellence in the aerosol industry. The Can Do Awards (turn to page 4 for more details) recognise the Local Authorities that run the best recycling communication campaigns that include empty aerosols.

BAMA ⁵⁰ AWARDS 2011

SPECIAL
AWARDS
EDITION

The categories for the BAMA Awards were: Economic Sustainability, Environmental Benefits and Social Responsibility. The BAMA Awards' judges were: Alison Austin, OBE, Environment and Business Consultant, Sue Rogers, Director of BAMA and Chris Harrison, Chairman of the Packaging Federation.

The winners are:

Economic Sustainability

Unilever UK Ltd: Combining ergonomic design, innovative formulation and environmental benefits – New Sure for Women Antiperspirant Aerosol.



Environmental Benefits

Swallowfield PLC: For significantly reducing its utilities and CO₂ emissions - Energy Reduction.



Social Responsibility

Unilever UK Ltd: for its exemplary outreach programme to help train, inspire and recruit local talent into the company.



THE **CAN DO AWARDS** 2011

Winner is Dorset Local Authorities

In this issue

Awards' Winners	2&3
Can Do Awards/Other News	4

BAMA AWARDS 2011

ECONOMIC SUSTAINABILITY



Unilever UK Ltd

New Sure For Women Antiperspirant Aerosol

Unilever has combined ergonomic design, innovative formulation and environmental benefits with its New Sure for Women Antiperspirant Aerosol. The technical innovation features an aluminium monobloc can with distinctive full-length can shaping that combines contemporary graphics. The spray-through actuator, with its unique button mechanism, blends into the can and gives it a seamless appearance on-shelf. It also has an internal locking feature providing security in transit. The formulation includes Unilever's Motionsense™ system, a fragrance release technology activated by motion to deliver long lasting protection. The judges said: "A real step change in design and product offer".

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ENVIRONMENTAL BENEFITS



Swallowfield PLC

Swallowfield recognises the importance of reducing its impact on the environment and assisting suppliers to do the same. As one of the largest businesses in Wellington, Somerset, its sustained energy management strategy highlights the Company's ethos of leading by example. The Wellington site has achieved improvements and savings across all three major utilities – electricity, water and gas. Swallowfield has reduced its electricity costs by £55,000 per annum, reduced water consumption by 55% per annum - saving £47,000 per annum - and reduced its gas consumption, saving in excess of £8,000 per annum. Overall CO₂ emissions for this site have been reduced by 6.7%. The judges said: "Good data was supplied – this is an excellent and innovative idea".

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SOCIAL RESPONSIBILITY



Unilever UK Ltd: CSR Training

The judges described this entry as a: "Thoroughly professional, comprehensive programme, successfully matching a need – and showing leadership in action". This exemplary outreach programme helps train, inspire and recruit local talent in the Company.

In pursuit of the identification and development of future talent, Unilever has a strategy of developing and nurturing links with colleges and schools in the local Leeds area – near Unilever's largest aerosol manufacturing site globally. These programmes include:

- University undergraduate placement schemes;
- Engineering apprenticeships;
- Working in partnership with schools and colleges to promote engineering and technology;
- Developing innovative work experience placements;
- Developing links with the business community to promote skills and employability.

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For further information about the BAMA Awards 2011 visit www.bama.co.uk or contact BAMAdmin@bama.co.uk

ECONOMIC SUSTAINABILITY

HIGHLY COMMENDED

Swallowfield PLC:
Access to New Markets



Swallowfield's successful performance to date and prospects of healthy growth in the future is due to the company creating global demand for cosmetic products in aerosol format. The Company has enabled new joint ventures to be established which have led to opening up emerging and previously untapped markets. These global developments, including the establishment of a non-aerosol production site in the Czech Republic, have enabled Swallowfield to retain 100% of aerosol manufacturing and R&D activities in the UK.

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SHORT-LISTED ENTRIES:



Ardagh Group: Malizia Shaped Cans
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Industrial Hydrocarbons Inc:
for its analysis and constructive use of accident statistics (NEISS)
For information: Donald Rowson, Industrial Hydrocarbons, Inc.
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Cascade Technologies Ltd:
Aerosol Leak Detection Systems
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SOCIAL RESPONSIBILITY

HIGHLY COMMENDED

Swallowfield PLC: Health & Safety Training

Swallowfield's new initiative, called S.O.S (Swallowfield on Safety), involves hosting two interactive awareness sessions throughout the year. These sessions involve the entire workforce at the Wellington site, from production line workers to senior management.

S.O.S is split into two formats. An interactive 'circuit training' session (potential hazards that are present in the business on a daily basis, for example involving machinery) and a key issues presentation (including matters such as stress at work), for all staff members. As a result of these efforts, accident rates have fallen rapidly year-on-year and are now at an all-time low.

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COMMENDED

Ball Aerocan: Right Guard



Ball Aerocan

The judges felt that this entry demonstrated "excellent on-shelf variant differentiation" and the grip areas on both sides – inspired by football protection kit – make counterfeiting difficult. The innovation lies in the fit between the coloured, striped artwork and the embossed-debossed body shape, the spray actuator and the over-cap, leading to a new smoother visual effect for aluminium aerosol cans.



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Ball Aerocan
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ENVIRONMENTAL BENEFITS

SHORT-LISTED ENTRIES:



Unilever

Unilever UK Ltd: Waste Strategy

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THE CAN DO AWARDS

Best Local Authority
Aerosol Recycling
Campaign

2011

Dorset local authorities group named Winner of the 'BAMA Can Do Awards'

Dorset local authorities won 'The BAMA Can Do Awards 2011' for running the best recycling communication campaign that includes empty aerosols. Now in their third year, these Awards celebrate and rewards local authorities who show exemplary practice in communicating to householders the benefits of recycling empty aerosols.

Dorset local authorities comprises a partnership between: Dorset Waste Partnership, Bournemouth Borough Council, Borough of Poole, Weymouth and Portland Borough Council and West Dorset District Council.

The Dorset local authorities were awarded the coveted prize of a changeable graphic display system for a recycling vehicle, generously donated by BAMA's prize sponsor, Epic Media Group. This year, BAMA awarded two Highly Commended Awards - one to Scarborough Borough Council and the other to Epping Forest District Council. Finalist judges were Sue Rogers, Director of BAMA, Kevin Murton, MD of Epic Media and Dave Fergus, Programme Manager – Waste Improvement East.

For information: www.bama.co.uk



Dorset local authorities celebrate their win of the national BAMA CAN DO Awards 2011 for aerosol recycling communications. Pictured in Christchurch, Dorset, against a backdrop of the prize, a graphic display unit for a recycling vehicle donated by Epic Media Group, are (left to right): Sue Rogers, (Director of BAMA), Cllr. Ian Roebuck (Weymouth & Portland Borough Council), Kevin Murton (M.D. of Epic Media Group), Cllr. Alan Thacker (West Dorset District Council), Cllr. Dave Smith (Bournemouth Borough Council), Cllr. Xena Dion (Borough of Poole), & Cllr. Hilary Cox (Dorset Waste Partnership).

Turbo Tango in an Aerosol

Britvic has created Turbo Tango, a variant of the fizzy fruit drink, which is dispensed through an aerosol container. Britvic says that the new drink uses "nitro-fuelled" aerosol technology that sprays out the new drink as a foam. The Company believes it is the world's first soft drink created using an aerosol container, which it has patented.

For information:

<http://www.britvic.com>



Honeywell Flies High With Alternative Propellant for On-Board Insecticide Range

Mr Joel Rivet, General Manager of Produits Sanitaires Aeronefs, specialist in aviation on-board hygiene, recently worked with Honeywell and used its alternative aerosol propellant HFO-1234ze - an ultra-low global warming propellant – to produce a new on-board insecticide range. This was introduced to replace the aerosol propellant

HFC-134a. Mr Rivet says: "In an aeroplane, safety is of paramount importance. Using flammable substances on board or when cleaning the interior or exterior of a plane can be tricky. Therefore we conducted thorough tests to explore how to replace the currently used HFCs. Our trials proved Honeywell Solstice Propellant behaves similarly to HFC-134a, yet offers a unique combination of non-flammability and low global warming potential of only 6, which is 99.6% lower than the products we were using."

For information:

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BAMA is immensely grateful to all Awards entrants for their interest in the Awards and the high standard of entries and to the members of the Judging Panel for their time, insights and hard work.

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

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