

AEROdynamics

Issue No.8

WHAT'S NEW IN AEROSOLS

This issue of Aerodynamics marks the 80th Anniversary of the UK Aerosol patent and highlights a number of innovations both here and internationally. Our guest columnist, packaging design expert, Steve Kelsey, examines the huge strides aerosol design has made in the context of other consumer goods. Turn to page 2 to read his comments. We hope that you enjoy reading about the latest news and views in the UK aerosol industry and to celebrate the anniversary, we have also refreshed the design of this, our eighth newsletter.

Happy 80th 'Sprayday' to the UK Aerosol

Major product anniversaries usually revolve around a favourite brand – an evocative, classic fragrance or a must-have face cream. However, the manner in which some products are dispensed is often as important to performance as the ingredients themselves.

This year, 2008, celebrates the eightieth anniversary of that seemingly most modern of all product formats, the aerosol. Eighty years ago, the Norwegian inventor, Eric Rotheim, was granted the UK patent for his early aerosol, (the forerunner of the aerosols we know today) on November 1st 1928.

The UK produces a quarter of all the aerosols in Europe and is second only to the USA in world production. Approximately 1.2 billion aerosols are produced each year by companies in Britain with some 50% being exported. UK expertise is renowned throughout the world.

So next time you reach for an aerosol, just remember where you'd be without that deceptively simple, but ingenious, piece of packaging.

First Aerosols into the UK

1942	Insecticide
1949/50	Veterinary (maggot spray, ringworm spray, foot rot spray); Air freshener
1953/54	Paint
1954	Hairspray; Shaving foam
1954/55	Deodorants
1959	Furniture polish
Mid 60s	Oven cleaner
1965	Antiperspirant
Late 60s	Nebulisers
1986	Hair mousse
1987	Shaving gel
1994	Bathroom mousse
1998	Shower gels
2005/6	DNA tracer spray; Asthma Inhaler with dose reader

Hairsprays first entered the UK in 1954. Today, both professional salons and consumers use millions of hair products in aerosol format. To illustrate this buoyant aerosol sector, the industry invited the famous Nicky Clarke Salon of Mayfair, London, to show the aerosol in use. Pictured: James Brunt, stylist, Nicky Clarke.

UK AEROSOLS



80 YEARS

For information: www.bama.co.uk

GUEST COLUMNIST



Steve Kelsey, partner and creative director of pi3 design, considers aerosol design in context

If you ever wanted proof that we have entered the 21st century you only have to look at aerosol design. You might expect a designer and innovator to cite the iPhone, or perhaps Chris Bangle's latest fantasy for BMW the Gina concept, which if you have missed it - consists of a fabric covered sports car that can morph its shape depending on speed or driver choice. Neither of them are as impressive as the strides that have been taken with the modern aerosol.

If you can charge \$199 a unit you might well expect Apple to design something über cool and technically sophisticated and frankly with BMW's development budget perhaps Mr Bangle might be accused of under-performing. As I once worked within the industry I am only too aware of just how challenging innovation can be when you have to meet price points that Apple and BMW would think un-measurable and volumes that usefully redefine the term 'huge'.

If you look at the developments that we now take for granted, it gives you a sense of just how intensive the innovation effort has been. Shaped bodies are now common place. Sophisticated, ergonomically designed closures and caps are the norm. Improved brand experience and functionality through customised dispensing is expected. The quality of print and range of finishes are extensive and highly valued by brand owners. All of these abilities would have amazed me when I first began my career but we now take them for granted.

However, there are things we can all learn from the Chris Bangles and Steve Jobs of this world. I think it would be a hugely valuable exercise to show brand owners and consumers just how far we can stretch aerosol design if we lift the day to day restrictions. Why not show the world the astonishing things we could produce if only they would pay a little more and look further out. There are too many market trends to mention in one article but new materials, active technology and rapid customisation could lead to our own equivalent of the racy show cars - show 'cans' if you like.

Pi3 creates innovative packaging construction designs for blue chip and fmcg and otc companies.

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Crown fits at Wera and receives Silver Starpack Award



Crown Aerosols Europe has won a Silver Award for Best Brand Design from The Institute of Packaging for its asymmetrical, 400g aerosol dispenser developed to launch Wera Tools' Kraftform Fluid range of screwdriver lubricants and protectants. Shaped to resemble the appearance of the successful Kraftform® screwdriver, the eye-catching package clearly conveys the product's purpose to consumers while enabling easy gripping and product dispensing.

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Mykal Clean It Up

De.Solv.It Graffiti Clean Up and De.Solv.It Chewing Gum Remover are the two new handy cleaning solutions Mykal have developed to add to their expanding De.Solv.It product range. The Graffiti 'gel foam' formulation has been designed to remove graffiti, crayon, felt tips, inks and paint from most defaced surfaces including stonework, brick, glass, plastic and metal; the Chewing Gum Remover breaks down old gum deposits allowing total removal of traces.

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NEW FROM AMERICA

Foam that cleanses from Olay

Olay's replenishing mousse cleanser is dispensed in a soft foam that expands to remove oil and makeup. The foam contains microcrystals used to exfoliate the skin and eliminate dead skin cells. The can is provided by CCL Container, while the valve, pump and actuator are supplied by Precision Valve. Berry Plastics provided the overcap.

Olay moisture replenishing mousse cleanser (photo courtesy Spray Technology)



Batter blaster: pancakes in a can

American home cooks won't be risking lumpy pancakes with this new real pancake batter in a can. With its unique, pressurized, patent pending process, Batter Blaster™ is described as making organic light and fluffy pancakes and light and crisp waffles in minutes. The manufacturer claims that, while breakfast should be the most important meal of the day, it's also the one most often skipped. They hope to change this trend with the claim that: Batter Blaster makes breakfast a blast - with minimal washing up.



Elementary my Dear Watson



Glowing spray now allows CSI (Crime Scene Investigation) operatives 'dust' for explosives.

CSI workers routinely dust for fingerprints to show hidden traces. Now an aerosol spray could let them do something similar for common explosives too. Spraying an object with the aerosol and illuminating it with an ultraviolet torch makes the object glow blue, but any colourless patches betray traces of explosive as faint as a trillionth of a gram per square centimetre.

Some explosives can already be looked for using portable devices that detect vapours released in even trace amounts. But most modern explosives must be detected by directing a puff of air at a surface and collecting samples to be tested in a lab. The new spray can instead detect those substances at the scene and even distinguish between different explosives.

The aerosol contains a polymer that normally dries to form a film that fluoresces blue under UV light. However, if it is exposed to any of a range of explosives, including nitroglycerin and TNT, it reacts with nitrogen groups in the explosives to become colourless.

The aerosol has been developed by William Trogler and Jason Sanchez at the University of California at San Diego in the USA.

The new spray-on film normally fluoresces blue under UV light, but is darkened by even small traces of explosive. Pictured a TNT-contaminated handprint (Image: Jason Sanchez/UCSD)



NEW FROM AUSTRALIA

Highlighting the grass roots

Turf Master, a new marking product, is now available from Australian-owned aerosol manufacturer – Dy-Mark Coatings. Turf Master is an environmentally friendly marking spray designed for temporary application to grass.

Initially designed for use with the Dy-Mark Line Marking Machine, a special actuator is now available from Dy-Mark to convert the aerosol can – also making it suitable for freehand marking.

Turf Master features a white quick dry formula, making it ideal for landscapers, golf courses, tennis courts, athletic fields and sporting grounds. Dy-Mark made the decision to develop Turf Master after receiving numerous customer requests for a product that would not kill the roots when applied to grass.





L'oréal Paris introduces an aerosol self-tan innovation

The latest addition to the Sublime Bronze range, uses a micro-diffusion spray that disperses particles up to three times smaller than the regular self-tanning sprays. The particles, the manufacturers claim, are so fine that they have a dry feeling on the skin and there is no need to rub the product or allow for drying time. As soon as the application is complete the skin is dry and ready for clothes. Dry Mist has a wide-angled micro-diffusion spray that distributes all-over coverage.

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A breath of fresh air from Procter and Gamble's Febreze

Procter and Gamble's new Febreze Mist & Refresh combines odour removal with a light fragrance to refresh the home. The patented technology effectively eliminates everyday odours, and leaves behind a pleasant subtle scent. The water based mist claims to trap and neutralise everyday bad smells without just masking them with an overpowering perfume. Mist & Refresh contains a non-flammable, nitrogen propellant and is specially designed to gently release a subtle fragrance and the new product line is available in four different fragrances.

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Did you know?

The aerosol industry voluntarily removed CFCs from aerosol production nineteen years ago and today over seventy-five per cent of local authorities across the UK accept empty aerosols for recycling.



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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