

Blister Pack Reformulation

Consumer Packaging

80% reduction in plastic compared to the previous packaging...



Customer Needs

- Increasing focus on sustainable solutions to meet goals and connect with demanding consumers.
- Consumers showing support for brands that use more environmentally friendly packaging.
- CPGs and retailers asking for paper-based packaging that performs like plastic and improves recyclability.

WestRock Innovation

We were successful in development of a paperboard blister card sealed with a water-based heat seal coating for their PlugIns® Scented Oil (PISO) product.

This innovation checks the box on many goals including reducing packaging complexity, enhancing presence at retail, and providing a more environmentally-friendly heat seal option.

