

WESTROCK INNOVATIVE SOLUTIONS

EcoPush™

Consumer Packaging



WestRock's Multi Packaging Solutions is committed to providing a range of sustainable packaging options that are made entirely from paperboard without compromising functional performance.

We supply custom rigid paper tube packaging for a range of market sectors including premium drinks, health and beauty, confectionery and fine foods. We are committed to providing value-added solutions for local, regional and global customers through our extensive range of options.

About EcoPush™

EcoPush™ is an all-paperboard direct packaging for oil-based solids such as balm, salves, solid perfume, sunscreen and deodorant. The EcoPush™ has been designed to replace pocket-sized plastic twist-up applicators. Each tube has a fitted cap on top and a free moving paperboard disc which pushes upwards to dispense the product.

Various sizes and formats are available.

Construction

Each container is made from up to 80% recycled materials (60% post-consumer content).

Special paper liner and internal composition limit the potential for oil to penetrate the inner architecture of the package.

Adhesives are FDA compliant and aqueous, not solvent-based.

Benefits

EcoPush™ provides a fully sustainable alternative to plastic, metal or glass bottles or jars traditionally used as primary-packaging materials.

All resources previously consumed during the lifecycle of the primary packaging are conserved.

EcoPush™ is made entirely of paperboard and fully recyclable. No pollutants are added to the air, water or waste stream in the production process.

For more information, please contact us at:
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