

Electro-mec in feeder launch

Electro-mec has launched a new version of its EMF tablet and capsule blister pack feeder to meet demand for the packing of multi-product blisters.

The NG machine has been designed on a modular basis so that customers can then tailor it to their web width and draw.

Up to three units can be installed side by side on a single standard-length blister machine.

The NG also features Electro-mec's individual feed technology, which has separate feeder tubes to dose a single tablet or capsule into the blister form per cycle.

The launch is the first major development for Electro-mec since it was bought by Avid Holdings in February.

Electro-mec is exhibiting on stand 5181.

Packaging News relaunches site

Packaging News has relaunched its website this week to provide comprehensive coverage of Total 2007.

All the news from the *Total Daily* magazine and the wider packaging world can now be found at www.packagingnews.co.uk.

The new site makes it easier for users to find articles on specialist subjects including design, equipment, converting and supply chain/RFID.

There are also interactive features such as an online poll, while visitors can comment on articles or send them to colleagues.

And a daily email bulletin will bring the latest industry news to your desktop if you sign up at www.packagingnews.co.uk.

UK waste infrastructure "disgraceful", says Searle

by Simeon Goldstein

Improving the UK's "disgraceful" waste collection infrastructure is a much more pressing issue than "excess" packaging, according to Packaging Federation chief executive Dick Searle

"There's more packaging per head in France and Germany than there is here, but it's not an issue, because they have recycling systems that work," he said during his Packaging Innovation seminar yesterday.

"In the UK, there's a huge difference between what is required and what is actually possible, because of the disgraceful waste infrastructure here."

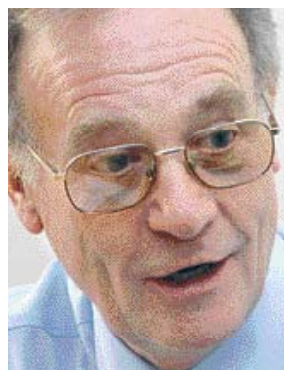
With the government poised to publish its waste strategy, Searle said the failure to har-

ness energy from waste to date was a "scandalous" missed opportunity, but underlined the fact that the effect of packaging is less than is generally believed.

"Avoidable food waste has eight times the impact of packaging, which accounts for only 3% of landfill," he said.

Searle attributed packaging's negative public image to poor appreciation for the variety of different roles packaging performs, for example as part of the gift experience.

"If you don't like packaging on Easter eggs, buy a chocolate bar instead," he said. "And when your child bursts into tears when you give it to them [on Easter Sunday], tell them why you think it was important to reduce packaging."



Searle: focus on facts

He also reminded delegates that in nine cases out of 10, retailers were responsible for specifying packaging, and it was packaging's success as a service industry that enabled it to rise to the challenge, despite retailers' failure to acknowledge its importance.

"It's ingenuous for retailers to pretend that ["excess" packaging] is someone else's fault."

The environment was clearly a genuine cause for concern, he said, but decisions had to be made based on solid, well-informed facts.

"Growing crops to create plastics, when there are large parts of the world where people are starving, is also morally questionable," added Searle.

Furthermore, he said light-weighting, contrary to popular belief, was not something that was discovered by the Waste and Resources Action Programme.

"I've been in this industry for some 40 years, and we've been working to create better products for all that time," he said.

Rose Plastic launches innovative water bottle with detachable compartments for gym goers' storage

Water bottles are not fulfilling their potential, according to German plastic packaging company Rose Plastic, which has chosen Total to launch its RoseBottle secure storage system to the UK market.

The two-piece RoseBottle has a detachable storage compartment designed for storing keys or mobile phones.

UK sales manager Craig North said: "It's something you do not see on the market at the moment. It means you do not need to take a separate bag into the gym."

The concept was initially developed in 2001 for main-



RoseBottle: detachable storage department for keys and phone

land Europe, but has not been launched in the UK until now.

Due to the nature of the blow-moulded bottle, the RoseBottle can be adapted for a series of different promotional purposes.

Rose Plastics already has tooling in place for the production of the bottle and has the capability to customise designs from its German manufacturing plant.

"These products offer huge opportunities for a wide variety of industries – there really are no limits to the colours or applications for which they can be used," added North.

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