

SILVER WINNER – 2015 DUPONT AWARDS FOR PACKAGING INNOVATION

Conditioner Container Combines Functionality with Aesthetics to Embody Premium Brand

Godrej Consumer Products Ltd.; Classy Kontainers – India

Godrej partnered with BBLUNT, a premium Indian salon chain, on the development of their first hair care product line.

BBLUNT conditioners have high viscosity which provides superior product performance, but are difficult to dispense from bottles made of regular polymers. Therefore, polyethylene copolymer with the lowest modulus was chosen for the bottles to provide great squeezability even at high wall thickness. However, the polyethylene copolymer made the surface dull and prone to scratching.

Godrej found that a thin layer of DuPont™ Surlyn® resin delivers superior surface gloss, scratch resistance and a rich feel. Processing the two polymers without a tie layer was a challenge as the difference in material rheology caused variations in wall thickness, parison sagging and improper blowing. Extensive trials were conducted with Classy Kontainers to stabilize the process and get consistent output.

The BBLUNT conditioner bottle conveys the essence of the premium BBLUNT brand through its bold shape and shine.

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