



“This new packaging vehicle sets the bar on how we will look into the future”

—Mike Marcinkowski, principal engineer, R&D Procter & Gamble Global PackDev.

Packaging in Motion

No scissors needed. The easy open blister design allows the consumer to bend the top of the package back on itself after using light pressure to break perforations on the thermoformed blister.



THE SITUATION

Both a global product and packaging design innovator, Gillette sought a package that would protect the razor and its components, create disruption on store shelves and be easy to open by the end consumer. The final package also needed to be more sustainable, automation-friendly, eliminate the injection molded tray component found in earlier packages and be flexible in form, in order to be used in future product lines.

THE SOLUTION

Far exceeding any expectations, the Venus & Olay package features a clever design with never-seen-before tooling and innovative thermoforming. The complete package combines an outer thermoformed blister pack and an inner thermoformed tray (designed and manufactured by Placon) as well as a cardstock insert and rigid lid.

Designed for function and aesthetics, the blister pack incorporates a unique easy-open feature that allows the consumer to slide the inner tray out without using scissors or other tools. By placing a fingertip in the molded opening on the back of the package, the consumer can tear the lines of perforations on either side of the opening. After the perforations are torn, the package is open on three sides allowing the consumer to bend the top of the outer blister back on itself and slide out the inner tray. The inner tray houses cavities that are thermoformed into both sides of the tray, with retention mechanisms built in to securely hold the razor handle and storage device on one side and the razor cartridge on the other.

The new design eliminates PVC from the package as well as the inner injection molded component. The clear outer plastic blister is manufactured with PETG while the inner thermoformed tray is produced from Placon's EcoStar® brand of recycled post-consumer PET rollstock. The redeveloped packaging now uses less plastic, more than 29% less, than previous Venus lines.



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