

Client Reference: RTM

We are working with a product development company tasked with creating packaging for a new FMCG product that requires moisture control / balancing. As such the product requires a minimum of the following:-

Technical requirements

The contents of the packaging have a starting (and ideal) water content of 8%, equating to approximately 0.5g of H₂O, but this will go up or down during transit and end-use. The client requires an active technology to control the moisture inside the packaging, whilst in transit, on retail shelves and maintain optimum conditions following opening and closing of the packaging by the user (once opened, the packaging would be typically in use for 1-2 weeks). Any moisture control solutions should be able to:

- Be inserted into packaging - e.g. coupon-based insert, wrapping film, drop-in sachet
- Have the potential to achieve **AND** maintain a 35-45% RH (relative humidity) environment within the packaging
- Control the humidity within the packaging throughout its life-cycle (6 months before opening plus 1-2 weeks once in use)
- Under wet environmental conditions, any solution should remove water from the packaging airspace, and in dry conditions it needs to return water to the packaging airspace
- Contain the absorbed water securely, i.e. not leak out / affect the surrounding packaging

Commercial requirements

- Be appropriate for / available in, mass production quantities
- Be safe – food contact safe would be the preferred minimum standard
- Be cost effective
- Be applicable for use in standard packaging lines

Appropriate packaging technology may be used in moisture sensitive products in the following industries:-

- Dehydrated / ambient foodstuffs
- Nutraceuticals and supplements
- Cosmetics and pharmaceuticals
- Paper-related products
- Electronic components

We are particularly interested in hearing from packaging and material suppliers to the above industries that can provide standard samples immediately and production quantities in the next 12 months as this is for an existing product modification. Suppliers are invited to provide introductory product information for review by our client. Companies that are currently developing technology or end-product that could be suitable for this requirement are welcome to share what non-confidential they can, for review by the client. The client does not have an interest at this stage in companies that could develop a suitable product from concept. Please send preliminary information on any proposed opportunity to – Vicki O'Brien, Director (vicki@strategicallies.co.uk)