



# TURNING THE TIDE

A leading European company is turning the tide against waste and global warming. Logoplaste is a global packaging group based in Portugal and, with its 'Ecover Ocean Bottle' and a major sustainability programme, has dramatically reduced its global footprint and CO2 emissions, as Philip Yorke reports.

Logoplaste is a successful pan-European industrial group that manufactures rigid plastic packaging for some of the most reputable companies in the world. These range from those in the food and beverage industry, and personal care, to household care, oil and lubricants. For over 42 years the company has pioneered in-house manufacturing with its 'through-the-wall' concept and the supply of plastic packaging delivered 'just-in-time' from modern plants that are installed either within, or adjacent to, its clients' facilities.

Today Logoplaste manages 60 facilities at locations in 17 countries and employs the most advanced technologies in injection moulding,

stretch-blow moulding and extrusion moulding, in order to produce the highest quality packaging solutions across a broad range of market segments. In keeping with its dedication to precision and reliable customer service, Logoplaste demands only the best from its own suppliers.

### First for quality consistency

Consistent quality has always been a priority at Logoplaste and it selects its equipment suppliers with the utmost care.

For almost 20 years the leading German moulding machine manufacturer, Bekum, has been one of Logoplaste's most valued partners for the supply of high-performance extrusion blow-mould-

ing machines. Bekum has delivered more than 20 of its state-of-the-art machines to date, as well as ancillary equipment to Logoplaste's many production facilities throughout Europe.

These high-precision machines have been employed to produce premium, high-quality rigid packaging for Unilever and Proctor and Gamble as well as for many other leading brands. With more recent orders placed with Bekum for plants in Europe and the US, Logoplaste underscores and guarantees its enviable levels of quality and consistency. In addition, it has further strengthened the mutual trust and close business relationship with not only Bekum, but also those of its global blue-chip clients.

### Shaping the future

Aligning its industrial activity to the development of sustainable packaging and design, the company is dedicated to shaping the future of rigid packaging. Logoplaste's state-of-the-art Innovation Laboratory keeps it at the cutting edge of packaging technology and supports its mission to be the natural choice in the supply of rigid plastic packaging solutions worldwide.

A pioneer in the 'through-the-wall' operations, Logoplaste's business model centres on working in close partnership with its clients. The company's 'through-the-wall' concept is based upon it being

fully integrated into its partner's building and infrastructure and as a result, it becomes fully integrated into the supply chain process. Logoplaste is also very flexible when it comes to just-in-time delivery systems and faster times to market. It offers a complete delivery service from product innovation and design, to final package delivery.

"The concept is not about selling bottles, but delivering a fully integrated project where we install machinery, train people and manage all of the client's packaging operations," said Rui Abelho, the company's North American managing director. "From day one we ensure that we understand the client's DNA, and translate that into products that stand out in the market, whilst helping to optimise the company's operations with reduced carbon footprint, zero transportation costs and a just-in-time inventory."

Seeing continued growth in the FMCG market segment, Logoplaste also eyes the pharmaceutical and medical fields amongst other industries that can benefit from its innovations.

### Plant-in-plant facilities

Today Logoplaste implements an infinite variety of creative solutions to help its many blue-chip clients achieve their growing sustainability goals. The company pursues two major strategies to improve its environmental footprint. For example, it locates its production lines >





within its customers' plants, which at a stroke eliminates the need for trucks for shipping and secondary packaging.

In addition, it uses its innovative design tools to improve the environmental profiles of the bottles themselves. When the Carlyle Group invested in Logoplaste in 2016, its investment team saw a unique opportunity to support the expansion of plants and innovative packaging, thereby helping to meet its customers' sustainability goals.

Back in 2010, Logoplaste began working in close partnership with the global beverage leader, Diageo, with a modern on-site plant situated on Diageo's Plainfield site near Chicago, which instantly eliminated 2327 trucks from the road each year. Currently, Logoplaste has 44 plant-in-plant facilities and nine 'nearby' facilities, and estimates that every site opened using the plant-in-plant model eliminates around 10,000 trucks from the road each year.

For example, if three onsite plants were opened each year with average shipping routes of 223 miles, the estimated carbon savings each year would amount to more than 11,000 metric tonnes.

#### Dedicated innovation

Logoplaste's dedicated Innovation Laboratory was completed two years ago and today works closely with clients in order to research and develop the most feasible, viable and sustainable packaging solutions. These may include integrating biomimicry methodology into the packaging process, in order to pursue greener design

items. For example, the company's team recently redesigned the Nestle/Lactalis bottle, modelling the label area on fish scales, which reduced the bottle weight and gave it greater rigidity and a more distinctive shape.

Logoplaste's creative design tools also helped to reduce Diageo's carbon footprint per bottle by 53 per cent from 2104–2015. In 2016 the company relaunched its 29/25 bottle neck, which today is used worldwide, reducing the weight by more than 20 per cent.

#### Award winning designs

Logoplaste's level of creativity in bottle design isn't just environmentally effective – it is also award-winning. The company's Ecover Ocean Bottle is a perfect example of both source reduction and recycling. Through its new 'skeleton' design processes, which are based on the structure of the very ocean plankton threatened today by ocean plastic pollution, the bottle uses 20 per cent less material, whilst retaining the same stability and functionality of a conventional plastic bottle. In addition, 10 per cent of the raw materials come from ocean plastic waste itself, with the remainder from other recycled sources.

This innovative solution was recognised with a number of awards from the coveted Green Good Design Award Institute. □

For further details of Logoplaste's latest innovative products and services visit, [www.logoplaste.com](http://www.logoplaste.com)



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