

Tesa announces 60412 recycled PET packaging tape

Industrial Goods Monitor Worldwide

August 11, 2022 Thursday

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Length: 306 words

Body

This offers businesses in food and beverage, pharmaceuticals, e-commerce and logistics a more sustainable alternative.

Designed with sustainability in mind, the tesa 60412 recycled PET packaging tape includes a number of features to help minimise its environmental footprint. To reduce the consumption of virgin plastic, used PET products including bottles have been recycled and used as a raw material for the tape. 70 percent of the polyethylene (PET) that makes up the backing comes from post-consumer recycling (PCR). The tape supports the circular economy and can be disposed of in standard paper recycling bins and recycling processes. It also features an innovative waterborne acrylic adhesive system.

The tesa 60412 recycled PET packaging tape is ideal for light and medium weight packaging applications of up to 30 kg and is suitable for manual and automatic dispensers. It has a robust, abrasion-resistant backing and reliably consistent, pressure-sensitive, acrylic adhesive. This guarantees strong adhesion on recycled cardboard as well as low noise unwind. Its high tensile strength puts its performance on a par with PVC or biaxially oriented polypropylene (BOPP) tapes. Users can also showcase their brands and advertising with ease as the tape can be printed with most types of ink systems.

Sustainability is an increasingly important focus for businesses, and many are looking to make as many incremental changes as possible to help reach their goals. Our latest 60412 recycled PET packaging tape has been engineered to minimise its impact on the environment, while maximising on adhesion performance. By choosing a more sustainable packaging tape, customers can step closer to their targets and we at tesa are proud to help them on that journey, said Andreas Walkembach, head of industrial trade & converting Europe at tesa.

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Nivea Pursues Circular Packaging from Every Angle

Industrial Goods Monitor Worldwide

September 17, 2022 Saturday

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Body

For a brand known for its iconic blue branding, Nivea is looking quite green these days. Over the last two years, a number of products belonging to the personal care brand have undergone significant transformationsome of them industry firststo reduce the carbon footprint of both their formulas and their packaging. Its all part of Hamburg, Germany-based parent company Beiersdorfs Care Beyond Skin sustainability agenda, which lays out ambitious goals under three areas, the Environment, Society, and the Consumer, to foster a circular economy and a climate-positive future.

Humanity is facing a growing amount of environmental and societal challenges, and the urgency, especially for global companies, to act and to contribute to a positive change, has never been higher, says Beiersdorf. We formulated our corporate purposeCare Beyond Skinand with this, put our existing self-understanding into words. It states very clearly that we see our responsibility as going far beyond our core business of skin care.

Overall, the company has committed to reducing its greenhouse gas emissions by 30% by 2025 (versus base year 2018), which it says is among the most ambitious targets in the industry. As concerns its product packaging, Beiersdorf has made a number of commitments around the focus area of Fully Circular Resources. This includes reducing its use of fossil-based virgin plastic by 50% by 2025 (versus base year 2019); increasing the use of recycled material in its plastic packaging to 30% by 2025 (versus 2019); and making 100% of its packaging refillable, reusable, or recyclable by 2025.

Like a number of other Consumer Packaged Goods brands with similarly daunting goals, Beiersdorf is employing a number of packaging technologies and strategies, falling under the what the company calls the 4R approachReduce, Recycle, Reuse, and Replaceto make its packaging more sustainable.

The result for its flagship brand Nivea has been a flurry of new packaging formats and products over just the past two years. Among them is the first 100% post-consumer recycled-content aluminum aerosol can and a new aerosol valve technology that reduces emissions and extends the products use. Another is a reusable, refillable packaging system for hand soap. Two other new packagesa plastic jar made from bio-based material and a lightweighted bottle for shower gel that includes 96% recycled materialreduce Niveas use of virgin plastic. And, lest we forget paper, in 2021, Nivea replaced a laminated carton with one embellished with transfer metallization that allows for recyclability.

First to market with a 100% PCR aluminum aerosol bottle

Nivea Pursues Circular Packaging from Every Angle

While much of the packaging used for Niveas skin care products, which include body and face lotions and creams, lip care products, body wash, and sunscreen, among others, is made from plastic, packaging for its deodorant and shaving gel products also includes aluminum formats, in particular for the aerosol spray formulations. Beginning in May 2021, Beiersdorf began collaborating with Swiss aluminum can company Nussbaum Matzingen AG to develop the first aerosol can made from 100% post-consumer recycled aluminum in an effort to reduce the CO2 footprint of its aerosol cans.

In an interview with Aerosol Europe, Nussbaum CTO Markus Tomasini explained that there were several challenges to overcome in producing the 100% PCR aluminum alloy. This included ensuring the safety of the pressurized aluminum can, as until recently, the required strength could only be reached by using aluminum slugs containing at least 99.5% virgin aluminum. Another hurdle was finding enough recycled aluminum material, as, he shared, only 20% of the global aluminum demand may be covered by recycled material. And last, even if Nussbaum were able to secure the material, the concern was that the recycled aluminum would have a worse carbon footprint due to long transportation routes and complex and costly collection and sorting processes.

Nussbaums solution, Tomasini shared with Aerosol Europe, is to use mono-material aluminum beverage can scrap from the German Yellow Bin waste disposal system, whereby post-consumer plastic, metal, and paper waste is returned to collection points for recycling. Nussbaum presses the aluminum scrap and converts it into slugs using the impact extrusion process it typically employs for its standard cans.

The waste collection point, the aluminum processor, and our factory are located within a span of 150 kilometers, Tomasini told the publication. We have short transport routes, something that optimally supports the sustainability goal. And what is extremely important: there are no compromises with regard to quality or appearance, nor are safety or processability compromised compared to standard aluminum aerosol cans.

Tool and process innovation were the key to being able to process the high alloy content in the post-consumer-recycled material, he added.

Nivea became the first global company to use the 100% recycled-content aluminum alloy called Nucan-PCR on a large scale when it introduced the can in December 2021 for a number of its Nivea Men deodorant sprays and for most of its Nivea Men shaving gels in Germany. The brand is continuing to roll out the new packaging for these products throughout European markets this year.

Along with the use of 100% PCR aluminum, Nivea also lightweighted the new aerosol can for a further reduction in GHGs. According to Beiersdorf, compared to the former aluminum cans used for its Nivea spray deodorants, Nucan-PCR delivers a 28% decrease in CO2 emissions, without any loss in quality. For the shaving gel aluminum cans, the CO2 emissions could be reduced by even 35%, it adds.

Furthermore, Alban Bourcier, Packaging Expert Deo & Aerosols, Beiersdorf, shares that with the recently launched Nivea Men deodorants and Nivea Men shaving gels in 100% PCR aluminum, the company will eliminate approximately 1,660 tons of virgin aluminum in 2022.

Aerosol can valve reduces GHGs, lengthens product use

In another first on the aerosol front, in December 2021 Beiersdorf also announced the introduction of a new valve technology for aluminum aerosol deodorant cans that reduces GHGs. The Eco-Valve, from Salford Valve Company Ltd. (Salvalco), uses eco-friendlier, inert gases, such as nitrogen, carbon dioxide, or compressed air, as a propellant in aerosol sprays while still providing the performance and spray quality of traditional valves. This brings about a higher yield per can, resulting in a significant reduction of greenhouse gas emissions, while delivering an excellent spray quality, explains Beiersdorf.

The partnership between supplier and CPG began in 2020 when Beiersdorf acquired an equity stake in U.K.-based Salvalco through OSCAR&PAUL Beiersdorf Venture Capital to strengthen the personal care companys footprint in sustainable packaging solutions and to support Salvalcos research and commercialization of the patented Eco-

Nivea Pursues Circular Packaging from Every Angle

Valve technology. The late 2021 launch of Niveas EcoDeo line of deodorants with the Eco-Valve applicator represented the first-ever use of the patented technology.

As Salvalco explains, the Eco-Valve utilizes patented Bubbly-Flow Technology developed by the Spray Research Group (SRG) at the University of Salford in the U.K. It is this technology that enables aerosols to be propelled successfully by harmless compressed inert gases, it shares. Significantly better for the environment, it is also far safer than conventional propellants, which typically use hydrocarbons.

Eco-Valve technology is described as a total system of valve and mechanical break-up (MBU) insert technology. Beiersdorfs Bourcier explains: The unique Eco-Valve concept optimizes the mix between formula and propellant. In combination with the MBU technology, the Eco-Valve system improves the formula nebulization in the spray cone angle.

He adds that because the Eco-Valve follows industry standards, it looks like a standard aerosol valve from the outside. This way, it can be adapted to standard aerosol containers, he says. Nevertheless, the technical design of the non-standard parts is not like standard aerosol valves. The Eco-Valves innovative technical design empowers the defined mix of formula and propellant in the valve.

Beiersdorf is using Salvalcos Super Single Gasket Valve option for its new range of EcoDeo products, which offer a climate-friendlier spray application format. Among the products in this packaging are Niveas Naturally Good deodorant, which contains 95% ingredients of natural origin, and Nivea Men deodorant.

According to Sandra Pasel, Global Brand Manager for Nivea Deo, EcoDeo targets aerosol spray deodorant users who are looking for a more sustainable alternative without losing the feeling of a spray application. Although Nivea EcoDeo is a different application format than our standard deodorant sprays, consumer tests prove that it fulfills the expectations of our current deodorant spray users, she notes.

Not only does the Eco-Valve eliminate conventional hydrocarbon propellants, but it also results in a higher yield per can. According to Pasel, the EcoDeo spray lasts twice as long as Niveas standard 150-mL deodorants. Due to this, the consumer saves a whole aluminum can during usage, she relates.

Projects significantly reduce virgin plastic material use

At the same time as Beiersdorf has been making changes to its aluminum packaging to enhance its circularity, it has also been making equally impressive changes to its plastic packaging. At year-end 2020, the company reported that 90% of its PET bottles in Europe included recycled materials with some containing up to 97%. In addition, in Germany, the vast majority of the bottles for its Nivea Shower & Shampoo range now come from PCR waste streams, saving 2,000 tons of fossil-based virgin plastic.

In 2020, Nivea launched a new li

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-Beiersdorf walks the talk to tackle the global plastic problem, Actions towards ambitious plastic targets 2025 reach great results

ENP Newswire

November 10, 2020 Tuesday

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Body

Hamburg - Plastic pollution has become an escalating environmental problem: An estimated 11 million metric tons of plastic flow into the ocean each year which is equivalent to 20,000 Airbus A380 aircrafts and the volume is forecast to triple over the next 20 years.

Furthermore, plastic not only pollutes the environment, it also amplifies climate change. If the plastic production continues unchecked by 2050, plastics alone will produce around 10 to 13 percent of the CO2 budget remaining to reach the 1.5-degree target. The fact is, the problem will continue to grow unless businesses and governments fundamentally rethink the way plastic is being produced, used and disposed of - both on a local and global scale.

Breakthrough in material-reduction: New NIVEA bottle with 50% less plastic

Based on intensive research and packaging development, Beiersdorf now achieved a real breakthrough: the bottle and cap of the new NIVEA Naturally Good Body Lotion has been designed to use 50% less plastic than a comparable standard NIVEA body lotion packaging. It is very thin and has a uniquely shaped bottom area which can be easily squeezed and rolled up tightly - very similar to a toothpaste tube. This brings the additional benefit to consumers that the lotion can be used easily until the last drop. The bottle is fully recyclable after usage and can be integrated into the material loop in all countries with existing waste infrastructures. Last, but not least, the transportation of the product from the factory to the retailers is also more sustainable, since the new design improved pallet utilization through its thinner and lighter packaging.

Going Circular: 90% of PET bottles in Europe will be from recycled plastic by end of 2020

To minimize its environmental footprint, Beiersdorf is following a fourfold approach: the so-called '4R's' set the company's frame in the search of innovative ways to 'Reduce, Reuse, Recycle, and Replace' its plastic packaging across the assortment of its brands, such as NIVEA and Eucerin. The overall vision is to achieve a circular economy. One important element in this approach is the use of post-consumer recycled plastic (PCR), materials that originate from the recycling of household waste - such as materials found in the 'yellow bag' in Germany. Via the use of such secondary raw materials in product packaging, natural resources are protected, and the use of fossil-based virgin plastic is avoided, hence CO2 emissions are reduced. By the end of 2020, Beiersdorf will have

-Beiersdorf walks the talk to tackle the global plastic problem, Actions towards ambitious plastic targets 2025 reach great results

converted 90% of its PET bottles in Europe to include recycled material. This measure alone will save more than 1,200 tons of fossil-based virgin plastic per year. Also recent product launches, such as the NIVEA Shower Fresh Blends, have come to market in PET-bottles made from at least 97% recycled material (PCR), thus avoiding 150 tons of fossil-based virgin plastic. As a first country, Germany will have switched the vast majority of bottles of its NIVEA Shower Shampoo range on market to recycled material before the end of this year, both PET and HDPE bottles will come from post-consumer-waste streams and hence, save around 2,000 tons of fossil-based virgin plastic. Other European countries will follow.

Driving the transformation: Beiersdorf takes action beyond its company boundaries

'As we strongly believe the global plastic problem cannot be solved in silos, but a broader collaboration and joined forces are needed, we are taking action beyond our own business. We are teaming up with our suppliers, trade partners, NGOs, scientific institutions and also with other players in our industry', explains Jean-Francois Pascal, Vice President Corporate Sustainability at Beiersdorf. 'We want to really drive the topic forward and contribute to the change we need within a broader context.' Not just words, Beiersdorf takes action and was one among 29 other companies to sign the business call for a UN treaty on plastic pollution initiated by the WWF, the Ellen MacArthur Foundation and the Boston Consulting Group (BCG.). In a joint approach, the call is to push governments to negotiate and agree on a UN treaty on plastic pollution.

In the area of 'Reuse' for example, the first instore shower gel refill stations were launched in cooperation with one major German retailer, the drugstore chain dm, in selected stores. With the aim to drive reusability and to reduce single use plastic, the customized refill machine was designed to provide the highest hygiene standards, intuitive handling and innovativeness - and it won two awards: design MUSE award and Sustainability Readers Award 2020 Packaging Europe.

Beiersdorf also partners with Terracycle in the Zero Waste Initiative Loop. With this approach, used-up product packaging is collected at consumers' homes, cleaned and refilled in order to allow multiple usage-loops for consumers. Beiersdorf is taking part in the testing phase of this approach with two NIVEA MEN After Shave products.

In the context of 'Recycle', Beiersdorf has joined the HOLYGRAIL 2.0 initiative by the European Brand Association AIM to collaborate with more than 80 other companies to trial run the viability of digital watermarking technologies for a more accurate waste sorting and leverage it to a larger scale. This year also, in a collaborative approach with Werner Mertz and the Fraunhofer Institute for Process Engineering and Packaging (IVV), Beiersdorf has developed a first industry-standard for cosmetic grade recycled plastic. It aims to increase the quality of recycled plastic content made available by recycling companies and push the use of mechanical post-consumer plastic across all industry players. This industry-standard will be available to the public within this year.

New Sustainability Agenda CARE BEYOND SKIN with ambitious targets

Following the company's commitment and purpose to 'Care Beyond Skin', Beiersdorf had defined a new Sustainability Agenda at the beginning of this year: for consumers, for society and for the environment. Stefan De Loecker, Chief Executive Officer of Beiersdorf AG: 'We care beyond skin at Beiersdorf and so we have chosen this motto also for our Sustainability Agenda: CARE BEYOND SKIN. It is aligned with the Sustainable Development Goals of the UN (SDGs) and strives above all to limit global warming to 1.5 degrees. To reduce our carbon footprint significantly, we must improve our products and fuel a circular approach. In this context, our action on product

-Beiersdorf walks the talk to tackle the global plastic problem, Actions towards ambitious plastic targets 2025 reach great results

packaging, especially on plastic, plays a key role. We are not only setting ambitious targets; we are intensively working on them to deliver with concrete actions'.

Within the Sustainability Agenda CARE BEYOND SKIN one focus field is dedicated to 'Fully Circular Resources'. Three concrete targets have been set for 2025 in the context of plastic and sustainable packaging: Beiersdorf wants to reduce the use of fossil-based virgin plastic by 50% within the next five years, increase the share of recycled material for plastic packaging to 30% and make 100% of all product packaging either reusable, refillable or recyclable.

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[Editorial queries for this story should be sent to newsire@enpublishing.co.uk]

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Nivea launches 'revolutionary' sustainable hand soaps range

thegrocer.co.uk

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Byline: Daniel Woolfson

Body

Nivea has launched a range of hand soaps it claims marks a "revolutionary" category first in sustainability.

Called EcoRefill, the range comprises 100% recycled and recyclable PET bottles and cleanser tablets which are used to make the liquid soap.

By putting the tablet in the bottle, adding lukewarm water and shaking, the liquid is created, which is billed as lasting 25% longer than standard Nivea hand soap.

Once the liquid runs out, the process can be repeated endlessly with fresh tablets.

Three variants -Hibiscus & Honeysuckle, Cottonflower, and Lemongrass -have rolled into 50 Tesco stores and Nivea's online store, ahead of a wider rollout across retail next year.

They will launch in starter kits, which contain the bottle and one tablet (rsp: £2.50), as well as packs of three tablets (rsp: £3).

The liquid itself "boasts a 99% biodegradable formula" and is free from alcohol and mineral oil. "As well as its easy application, the mild formula is pH skin friendly, dermatologically approved, and suitable for all skin types".

The range will be sold in packs made from Forest Stewardship Council-approved paper.

The move comes as part of a wider push for more sustainable packaging by the brand. By 2025, Nivea plans to reduce the amount of fossil-based virgin plastic in its packaging by 50%, ramp up the amount of recycled material in its packs to 30%, and ensure that 100% of its plastic packaging can be refilled, reused or recycled.

It's the latest in a series of major steps from household brands to slash plastic and ramp up their eco credentials.

Nivea launches 'revolutionary' sustainable hand soaps range

Unilever, for instance, has created a paper-based laundry detergent bottle for its Omo brand (also known as Persil and Skip & Breeze), which will launch in Brazil next year ahead of a future rollout across Europe.

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Oceanids and NIVEA SUN unite to protect seas and oceans

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June 8, 2021 Tuesday

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Body

On World Oceans Day and under the slogan "Much more than sun protection", NIVEA announces its participation in the project 'Network of Marine Watchers' to mitigate the environmental impact on the beaches and seabed of our country and reduce the accumulation of waste that floods our coasts

MADRID, 8 June. Under the framework of World Oceans Day, NIVEA, under its brand NIVEA SUN and its motto "Much more than sun protection", has announced a collaboration of the most special, doing its bit for the protection and conservation of the seabed and the coasts of our country.

In its commitment to fight climate change and reduce its impact on the environment, NIVEA SUN will work throughout this year with Oceanids - a non-profit organization aimed at the study, defense, promotion and dissemination of the marine environment since 2005 - in its project Network of Marine Watchers; a network of more than 2000 volunteers that coordinates seabed and beach cleanups along our entire coastline.

This is not their first collaboration, since on May 1st NIVEA SUN and Oceanids, together with different local volunteers, jointly removed more than 250 kilos of garbage both from the seabed and in the surroundings of the beach of Las Teresitas, in Tenerife, demonstrating the importance of these cleanings not only for the conservation of our coasts, but also to make the population aware of this serious environmental problem.

More than 80% of the waste generated on land reaches the coasts, and up to 12 million tons of garbage are dumped into the sea each year, around 400 kilos per second. Of these, 70% move to the seabed and the rest remain floating, worrying proportions with which the Mediterranean is matching the large landfills of the Pacific.

In 2020 it was possible to collect a total of 180,273 kilos of waste from the Spanish seabed, almost 20% more than the previous year. Despite this, Spain represents the second country that pours more plastic into the sea: 126 tons every day.

To continue working on the conservation of our marine ecosystems, NIVEA SUN will soon collaborate on three other clean-ups with Oceanids, and in this sense has published the digital space www.nivea.es/destacados/nivea-sun-sostenibilidad to promote environmental awareness among citizens and involve them in reducing the environmental footprint on our coasts. Thus, users will be able to vote for the areas in which these 3 cleanings will take place and even actively participate as volunteers in the removal of their waste.

NIVEA SUN, commitment to the sustainability of the planet's seas and oceans

As a world leader in sun protection, NIVEA SUN not only strives to provide the best possible protection for the skin, but also to minimize the environmental impact of its products. Therefore, the new formulas in its NIVEA SUN PROTECT & HYDRATE range are even more sustainable, and not only comply with the hawaiian coral reef law, but are respectful of the seas and oceans, as they are highly biodegradable and do not include octinoxate, oxybenzone, octocrilene or microplastic sunscreens.

Oceanids and NIVEA SUN unite to protect seas and oceans

In addition, NIVEA SUN has improved the packaging of all its 200 ml sprays to include 95% recycled plastic in its bottles and about 48% in its caps and diffuser pumps, reaching 70% recycled material in the total packaging. Thanks to this, NIVEA SUN has been able to reduce around 229 tons of virgin plastic per year.

Sustainability actions that NIVEA, with the aim of reducing its environmental footprint in its commitment to the challenge of the fight against climate change, is carrying out to make way for a more sustainable world without compromising the effectiveness and convenience of its products, fulfilling its motto "Much more than sun protection".

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Beiersdorf Strengthens Climate Engagement with the Launch of Its First Climate-Neutralized Plasters

Impact Financial News

February 12, 2022 Saturday

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Body

Hamburg: Beiersdorf AG (BDRFY) has issued the following press release:

In the year of Hansaplast's 100th birthday, Beiersdorf Health Care is laying an important sustainability milestone: the Hansaplast, Elastoplast, and CURITAS brands are launching their first climate-neutralized product. The GREEN & PROTECT plasters are already available in some countries, such as Germany, France, and Spain. Within the upcoming months, the climate-neutralized products will be globally available in about 30 countries.

More sustainable plasters are blocking 99% of bacteria

Hansaplast, Elastoplast, and CURITAS maximized all key aspects of the GREEN & PROTECT plasters in terms of sustainability, combining it with their well-known product performance and reliable wound protection. The wound pad and backing are made from naturally derived fibers and, just as the release liner, from wood types taken from FSC®-certified forests only. Additionally, the plaster packaging is unbleached, 93% recycled and has the lowest weight possible for the material used. Alexander Reindler, General Manager Global Health Care, underlines: "We have worked intensively on maximizing the sustainability aspects of GREEN & PROTECT without compromising on the reliable wound protection that blocks 99% of bacteria**", as promised by our Bacteria Shield logo. However, we wanted to go even further, so we decided to balance all remaining emissions through certified climate projects. "

Beiersdorf is driving climate action

Beiersdorf has defined climate action as a key priority in its CARE BEYOND SKIN Sustainability Agenda, implementing numerous initiatives to reduce CO2 emissions and to make a significant contribution towards limiting global warming. The skincare company will be reducing both direct and indirect greenhouse gas (GHG) emissions (scope 1 – 3) by 30% in absolute terms by 2025, and is striving to make all Beiersdorf production sites climate neutral by 2030. The commitment to climate action is also evident at brand and product level. For example, NIVEA's first climate-neutralized products were launched within the Naturally Good Face Care range in April 2021, followed by the climate-neutralized NIVEA Shower assortment. Now, Beiersdorf is taking the next step at product level with GREEN & PROTECT and its Health Care brands. Reindler adds, "We are proud of our first climate-neutralized plasters and of the fact that we are continuously maximizing the performance of our portfolio while minimizing our environmental and climate footprint. This is also in line with our purpose, 'We've got you covered."

Beiersdorf Strengthens Climate Engagement with the Launch of Its First Climate-Neutralized Plasters

For a life uninterrupted, ' as this means to us that protecting people ' s wounds should go along with protecting all aspects of people ' s lives – such as our environment. ”

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Nivea parent company Beiersdorf gets 'Triple A' sustainability rating by CDP

Retailer

December 16, 2022

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Body

December 16 -- International nonprofit organisation CDP has recognised the sustainability efforts by Beiersdorf AG, the company that makes Nivea among other skin care products. The German multinational company has been recognized for its leadership in target setting, performance, and transparency in the areas of climate change, forests, and water security, earning it a place on CDP's prestigious 'A List' for all three dimensions.

"We have made great efforts around the globe over the past years to drive the transformation of our business. CDP's triple-A rating is a tribute to our efforts to become leading in our industry in environmental sustainability, not only in ambitious target setting but also in taking action and being transparent," said Vincent Warnery CEO of Beiersdorf.

Based on data collected by CDP on climate change, forests, and water security for 2022 from more than 15,000 companies, Beiersdorf is one of twelve companies to receive a triple-A.

"We have set ourselves an extremely ambitious climate target: an absolute 30 % reduction in Scope 1, 2, and 3 emissions by 2025, and our group's climate targets are validated by the Science Based Target Initiative. We have made great progress since 2018. We managed to reduce emissions by 12.7% across all areas, despite the company's growth," said Jean-François Pascal, Vice President Corporate Sustainability at Beiersdorf.

Beiersdorf AG develops and markets skin care products and self-adhesive product solutions. The company owns international brands such as NIVEA, Eucerin, La Prairie, and Hansaplast/Elastoplast.

The Hamburg-based company generated sales of (EURO)7,627 million as well as an operating result (EBIT) of (EURO)933 million in the fiscal year 2021.

CDP is a global non-profit that runs the world's environmental disclosure system for companies, cities, states, and regions. Founded in 2000 and working with more than 680 financial institutions with over \$130 trillion in assets, CDP pioneered using capital markets and corporate procurement to motivate companies to disclose their environmental impacts and to reduce greenhouse gas emissions, safeguard water resources and protect forests.

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Beiersdorf to launch Nivea 'climate neutralised' renewable plastic jars

CosmeticsDesign-Europe.com

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Byline: Kacey Culliney, , Kacey

Body

Personal care major Beiersdorf has co-developed renewable plastic packaging using by-product oils from the forestry industry that it will roll out globally under its Nivea Naturally Good face care range.

Beiersdorf spent nine months co-developing the packaging with Saudi Arabian chemicals major Sabic, using the latter's certified renewable polypropylene (PP) made from tall oil – a second generation feedstock and by-product of the forestry industry. This raw material replaced crude oil in the final plastic packaging and could be integrated into existing manufacturing processes.

'Climate neutralised' face care range global launch

The personal care major planned to launch the renewable plastic jars across all eight products in its Nivea Naturally Good face care range in 30 countries worldwide this June.

The move formed part of Beiersdorf's wider goal push to slash use of fossil-based virgin plastic by 50% and ensure all packaging was either reusable, refillable or recyclable by 2025.

It also contributed to the pledge to slash CO2 emissions by 30% by 2025 because, per jar, production of the new packaging reduced CO2 emissions by around 60% compared to fossil-based jars. To this end, Beiersdorf had also chosen to invest in carbon offsetting afforestation projects for any final unavoidable emissions when making the new jars – action it would then highlight on pack with a label stating the products were '100% climate neutralised'.

Renewable alternative to sugar cane or corn-based packaging

Hannah Rasel, senior packaging specialist at Beiersdorf, said it had been "out of the question" to use a food source like sugar cane or corn for its sustainable packaging alternative, with the company instead wanting to engage in a second-generation raw material source.

Importantly, the properties of the certified renewable plastic made from forestry by-product lived up to standards Beiersdorf wanted to maintain, Rasel said.

"The jar made of renewable PP is neither visually nor haptically distinguishable from the previous packaging. In addition, Sabic pursues a holistic sustainability approach with its feedstock concept. That convinced us," she said.

'Deeper' supply chain involvement for packaging development

Isabel Hochgesand, chief procurement officer at Beiersdorf, said this project was a good example of how the personal care major was taking a much more hands-on approach with its suppliers – having brought Sabic and Berry Global, its jar manufacturer, together for the development.

Beiersdorf to launch Nivea 'climate neutralised' renewable plastic jars

"We are now getting involved much earlier and deeper in the supply chain, where we are building new supplier relationships. Becoming more sustainable as a company also means driving the development of new materials along the value chain. We are going beyond our existing supplier relationships and bringing upstream suppliers together with our tier-one suppliers to accelerate the transformation of our packaging materials towards sustainability," Hochgesand said.

Earlier this month, Beiersdorf co-published an industry standard, the Cosmetics Packaging Guidance, that detailed safe use of post-consumer recyclates as an alternative to virgin plastics. The work had been conducted alongside manufacturing major Wener & Mertz and R&D institute The Fraunhofer Institute for Process Engineering and Packaging (IVV).

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-Another step towards climate protection: Beiersdorf's Berlin plant to be climate-neutral from 2022 onwards

ENP Newswire

August 9, 2021 Monday

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Body

Beiersdorf Manufacturing GmbH in Berlin will be the first Beiersdorf plant to switch to biogas at the beginning of 2022.

By using biomethane and green electricity, the Berlin plant is reducing its overall CO2e footprint by 99% (compared to 2018).

Beiersdorf's overarching goal is to operate all production facilities worldwide in a climate-neutral manner by 2030.

Hamburg, August 6, 2021 - Beiersdorf is systematically continuing its path towards greater sustainability, including in the sphere of activity of its production facilities. From 2022, the company will stop using fossil fuels at its Berlin plant, thereby further reducing its carbon footprint by using biomethane instead of natural gas.

As part of its sustainability agenda CARE BEYOND SKIN, Beiersdorf has defined the vision of a 'Climate Positive Future' for its Consumer business and has set itself the ambitious goal of operating all production facilities in a climate-neutral manner by 2030. Direct and indirect greenhouse gas emissions (Scope 1-3) are to be reduced by 30% in absolute terms as early as 2025. Since 2019, all production and office sites worldwide have been sourcing 100% of their electricity from renewable energy sources (Scope 2). With the switch to biomethane, the Berlin plant now also generates the heating and process heat from renewable resources directly on site for its operations, thus reducing Scope 1 emissions.

'We want to live up to our responsibility as a manufacturing and globally active company and are consistently aligning our actions with our vision of a 'Climate Positive Future' and our ambitious targets. To this end, we are working intensively to reduce our emissions. We have a great deal of leverage for this at our production sites. Alongside the purchase of green electricity and energy efficiency measures, the switch to biogas is another step that we are very pleased about,' says Malte Schulz, Vice President Supply Chain Europe.

Berlin leads the way: first climate-neutral plant

-Another step towards climate protection: Beiersdorf's Berlin plant to be climate-neutral from 2022 onwards

Beiersdorf Manufacturing Berlin (BMB) is the first plant to reach this milestone in climate protection. The production site in the German capital will switch from natural gas to biomethane for heat generation from January 2022. The plant will thus become the first nearly climate-neutral facility in terms of direct Scope 1 and 2 emissions within Beiersdorf's production network. Only parts of the vehicle fleet and the emergency power supply (1%) will then still be powered by fossil fuels. These residual emissions will be offset using high-quality CO2 certificates.

'We are very proud that we are taking on this pioneering role with our plant in the middle of Berlin,' says Markus Jauch, Head of Beiersdorf Manufacturing Berlin (BMB). 'We already have a highly efficient energy management system and, for example, use the waste heat from the processes to heat the building. By purchasing biomethane instead of natural gas, we will become virtually climate-neutral in 2022 and make an important contribution - not only to achieving Beiersdorf's climate targets, but also to limiting global warming to 1.5 degrees in accordance with the Paris Climate Agreement.'

Beiersdorf is also putting active climate protection into practice at product level, for example in the NIVEA shower care range, which comes off the production line at the Berlin plant. Since 2019, all formulas have been free of microplastics¹ and since 2020 they are 97-99% biodegradable. The bottles are made of 96% recycled material (without cap and label). With the help of these measures, the carbon footprint of NIVEA shower care products has been significantly reduced in recent years. This year, the path towards a sustainable product range will be continued: the unavoidable emissions remaining after the reduction measures (Scope 1-3) will be offset with the help of certified reforestation projects. This holistic approach to climate protection sets a new benchmark for product sustainability at NIVEA and Beiersdorf.

Biomethane as a source of hope and energy

The biogas required by Beiersdorf is produced in Denmark from organic waste and fed into the European gas grid. In principle, biomethane can be produced from all fermentable biogenic materials. When selecting a supplier, it was particularly important to Beiersdorf that the production of biogas does not compete with food production or nature conservation. This is why Beiersdorf decided to use biogas from residual materials containing biomass.

Beiersdorf's ambitions and progress in climate protection

Beiersdorf has shown great commitment to climate protection, and not just with the CARE BEYOND SKIN sustainability agenda launched in 2020. The company has already reduced its CO2e emissions by 65% between 2014 and 2019 (Scope 1 and 2). In the process, greenhouse gas emissions (GHG) were also significantly reduced at the production sites by implementing energy efficiency measures. In addition, since 2019, global production has been powered by 100% electricity from renewable energy sources. By signing the 'Business Ambition for 1.5-degreeC' in 2019, Beiersdorf committed to reducing GHG emissions in its Consumer business across all Scopes by 30% in absolute terms by 2025, measured against 2018 figures. This climate target was recognized by the Science Based Targets initiative (SBTi), confirming that Beiersdorf is acting in line with the 1.5 degree scenario of climate scientists*. At the end of 2020, Beiersdorf was recognized as a 'Climate-A-List' company by the international non-profit organization Carbon Disclosure Project (CDP). In April 2021, NIVEA launched its first 'climate-neutralized' products, which also implement active climate protection at product level. These include the NIVEA Natural Balance facial care products, which are available in around 30 countries, and the NIVEA shower care range in Germany.

¹ Beiersdorf follows the definition of the United Nations Environment Programme (UNEP), which describes microplastic particles as solid plastic particles with a diameter of less than 5 mm that are not biodegradable or water-soluble.

-Another step towards climate protection: Beiersdorf's Berlin plant to be climate-neutral from 2022 onwards

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New Nivea Jars are Made from Bio-based Forestry Byproduct

Basic Materials & Resources Monitor Worldwide

May 27, 2021 Thursday

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Length: 529 words

Body

At the end of 2020, Germany-based Beiersdorf announced its cooperation with the global chemical manufacturer SABIC to produce more sustainable cosmetics packaging from SABICs TRUCIRCLE™ portfolio of certified renewable polypropylene. Beginning in June, Beiersdorfs Nivea Naturally Good face care product range will be on the shelves in about 30 countries around the world in packaging made from this material.

Says Beiersdorf, the project to replace petroleum-based plastics with alternative materials began with a comprehensive analysis of the market. Beiersdorfs requirements for the material were high, since the company aims to become more sustainable without any compromise on quality. Our excellent skin care products obviously include a high-quality packaging, which has to fulfill many requirements, says Michael Becker, Head of Global Packaging Development at Beiersdorf. On the one hand, this concerns visual and tactile features that our Nivea consumers are acquainted to, but packaging recyclability is also an important aspect for us in line with our vision of a circular economy that we aim to support.

Because producing its cosmetic packaging from a source of food such as sugarcane or corn was out of the question for Beiersdorf, it chose SABICs feedstock concept of second-generation raw material. The certified renewable PP is made from tall oil, which is a byproduct of the forestry industry. Explains Hannah Rasel, Senior Packaging Specialist at Beiersdorf, The certified renewable plastic we source from SABIC has no visual effects or other adverse properties. Accordingly, the jar made of renewable PP is neither visually nor haptically distinguishable from the previous packaging. In addition, SABIC pursues a holistic sustainability approach with its feedstock concept. That convinced us.

From idea to implementation, the development of the new packaging took just nine months; Berry Global was brought in to manufacture the jars.

The new packaging for Nivea Naturally Good face care products is based on the principle of mass balancing, in accordance with the International Sustainability & Carbon Certification (ISCC PLUS) scheme. The raw material base of tall oil is replacing crude oil, and according to the mass balancing approach, it is integrated seamlessly in the manufacturing process without the need to establish a separate production process.

Says Beiersdorf, converting the packaging to renewable plastic not only has the advantage of conserving fossil resources, but also reduces CO₂ emissions. Approximately 76 g of CO₂e are saved per jar produced, a reduction of around 60% compared to the fossil-based jar. The project therefore also contributes to the companys climate

New Nivea Jars are Made from Bio-based Forestry Byproduct

target of reducing its greenhouse gas emissions by 30% absolutely across the entire value chain (Scope 1-3) by 2025. Any remaining emissions that cannot be avoided or further reduced during the manufacturing of the product are for the first time climate-neutralized via carbon offsetting, through afforestation projects.

The Nivea Naturally Good face care range of eight products will be clearly recognizable as climate-neutralized on-pack and on shelf. 2021 Global Data Point.

Load-Date: May 27, 2021

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Nivea launches in-store shower-gel refill station to reduce packaging waste

Industrial Goods Monitor Worldwide

January 12, 2021 Tuesday

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Length: 269 words

Body

Beiersdorf has unveiled a shower-gel refill station, which it is testing in several health & beauty stores in Germany as it looks to find ways of reducing plastic packaging waste.

While the concept of refilling is not entirely new, the personal care category does not boast widespread use of this technology yet, Caroline Zia, senior formula developer at Beiersdorf said in submission to Designboom magazine.

The beauty company said it aims to minimise, slow down, reduce and close its material cycles with the latest innovation.

We had to identify the best possible scenario for the consumer and for sustainability. Not all formulations are suitable for such a concept, she explained.

The formulations need to withstand the additional burden of refilling and we had to carefully choose our products after extensive internal testing. Also the machine had to be programmed for additional cleaning protocols. this way we could guarantee multiple filling loops and still meet our safety and sustainability criteria.

Marta Suslow, concept designer, Beiersdorfs packaging department said that the team fine tuned the in-store concept to suit the retailers interior requirements.

The pilot projects trial period will run for over six to eight months in selected DM stores, so the skincare company can further learn on consumer acceptance and know more about its usability and supply chain handling.

We are looking forward to receiving as much feedback as possible on the design, functionality and sustainable brand experience and hope for a high consumer involvement, Koushik Sreedhar, lab manager, said. 2021 Global Data Point.

Load-Date: January 12, 2021

New Nivea bio-based jars for the cosmetics mass market

Basic Materials & Resources Monitor Worldwide

July 6, 2021 Tuesday

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Length: 308 words

Body

Jars for day and night creams in the NIVEA Naturally Good face care range are packaged in jars with the same look and feel as virgin plastic, but with 41g less virgin plastic per jar, equating to a reduction of 266 tons of fossil-based virgin plastic per year, according to Beiersdorf.

The packaging is based on the principle of mass balancing, in accordance with the International Sustainability & Carbon Certification scheme. The raw material base for the renewable plastic is certified renewable tall oil, which is a second generation feedstock and by-product of the forestry industry. It replaces crude oil, and in line with the mass balance approach, is integrated seamlessly into the manufacturing process without the need to establish a separate production process.

The term bio-based refers to products wholly or partly derived from biomass, such as plants, trees or animals (the biomass can have undergone physical, chemical or biological treatment). They exclude materials embedded in geological formations and/or fossilised. By using fermentation and bio-catalysis instead of traditional chemical synthesis, higher process efficiency can be obtained, resulting in a decrease in energy and water consumption, and a reduction of toxic waste. Unlike conventional plastics which are made from exhaustible Fossil Oil, bio-based products are derived from renewable raw materials and can help reduce CO₂ and offer other advantages such as lower toxicity.

The new packaging for NIVEA Naturally Good forms part of the brands climate neutrality commitments. Converting the packaging to renewable plastic not only has the advantage of conserving fossil resources, but also reduces CO₂ emissions. The company says that approximately 76 g of CO₂ are saved per jar produced, a reduction of around 60% compared to the fossil-based jar. 2021 Global Data Point.

Load-Date: July 6, 2021

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NIVEA's new deodorant range features Salvalco's Eco-Valve

World Aerosol

December 2, 2021 Thursday 03:16 PM EST

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Length: 386 words

Body

The Salford Valve Company (Salvalco) has announced the implementation of its Eco-Valve technology in NIVEA's Naturally Good deodorant range, following its previously announced collaboration with Beiersdorf.

Nivea is the first global brand to go to market with this sustainable aerosol valve from UK-based Salvalco, spearheading this new aerosol technology for the skincare industry.

Used specifically within Nivea's 'Eco Deo' product lines, such as the Naturally Good deodorant range, Eco-Valve replaces the need for hydrocarbon propellants with compressed air and inert gases such as nitrogen, with the benefit of avoiding harmful emissions.

Salvalco's technology is enabling brands like Nivea to meet the rise in consumer demand for more sustainable aerosol solutions to support a more climate-friendly lifestyle. The Eco-Valve is also compatible for use with more natural formulations, allowing brands to provide a holistic eco-solution for their consumers. With Nivea's Eco Deo formulation, Beiersdorf is using ingredients of 95% natural origin.

"Seeing a global, market-leading brand such as Nivea utilising the Eco-Valve technology is an incredibly proud and pivotal moment for the Salvalco business," said Peter Shaw, managing director of Salvalco.

"It is a real testament to both the quality and performance of Eco-Valve in providing a remarkably effective and sustainable aerosol solution.

"We are also very proud of the support and close relationship we have developed with Beiersdorf. Without the intense collaboration, this would not have been possible."

Michael Becker, head of global packaging R&D at Beiersdorf, commented: "I am very pleased to support that we have made significant progress on our sustainability journey in the past months.

"We share a vision of a climate-positive future with our partners at Salvalco and are excited to deliver more eco-friendly aerosol products to our consumers."

With the product assortment hitting retail shelves across Europe now, the ongoing collaboration follows investment in Salvalco from Beiersdorf's venture platform, OSCAR&PAUL Beiersdorf Venture Capital in 2020.

Shaw added: "Interest in the valve is certainly gathering pace, which is incredibly rewarding to see and we welcome anyone keen to find out more about how Eco-Valve might benefit them to get in touch."

NIVEA's new deodorant range features Salvalco's Eco-Valve

Load-Date: December 2, 2021

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Brazil: Nivea receives sustainable logistics certification from CHEP

M-Brain Brazil News

July 28, 2022 Thursday

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Section: ONLINE

Length: 75 words

Byline: Esmerk

Body

SOURCE: Logweb, 28 Jul 2022, online

ABSTRACT

CHEP has awarded a sustainable logistics certification to skincare brand Nivea for its operations in Brazil. The certification was issued as a result of a study from consultancy firm RDC Environment, which calculated the environmental impacts of CHEP's logistics services and solutions in Nivea's operations in the country throughout 2021, noting significant improvements in comparison with its logistics operations from prior to the partnership.

Load-Date: July 28, 2022

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Nivea to introduce biobased polypropylene packaging

Newstex Blogs

Biofuels Digest

May 31, 2021 Monday 10:11 PM EST

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Length: 230 words

Byline: Rebecca Coons

Body

May 31, 2021(Biofuels Digest: <http://www.biofuelsdigest.com/> Delivered by Newstex)

In Germany, skincare brand Beiersdorf has started using biobased polypropylene jars for its popular Nivea face cream[1]. The jars are made from tall oil, a forestry industry byproduct. The material is being sourced from SABIC after a development deal was announced between the two companies late last year.

Beiersdorf was particularly adamant that the jars would be recyclable and the feedstock not compete with food or feed, like bioplastics based on sugarcane or corn.

'Our excellent skin care products obviously include a high-quality packaging, which has to fulfill many requirements,' says Michael Becker, Head of Global Packaging Development at Beiersdorf, in a press statement. 'On the one hand, this concerns visual and tactile features that our Nivea consumers are acquainted to, but packaging recyclability is also an important aspect for us—in line with our vision of a circular economy that we aim to support.'

The jars will first be used with the brand's Naturally Good face care products in 30 countries and are neither 'visually nor haptically' distinguishable from previous packaging, according to Hannah Rasel, Senior Packaging Specialist at Beiersdorf.

[1]: <https://www.packworld.com/issues/sustainability/article/21427818/nivea-jars-made-from-biobased-forestry-byproduct>

Load-Date: May 31, 2021

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TotalEnergies to install rooftop solar array in Indonesia for Nivea brand owner

SeeNews Renewables

March 21, 2022 Monday 3:16 PM EST

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Length: 136 words

Byline: SeeNews

Body

March 21 (Renewables Now) - Beiersdorf AG (ETR:BEI), the German skin care products maker that owns the Nivea brand, has entered into a long-term solar power deal with French multi-energy group TotalEnergies SE (EPA:TTE) involving a rooftop project in Indonesia.

TotalEnergies will install a 540-kWp solar photovoltaic (PV) array on top of a Beiersdorf manufacturing site to generate some 830 MWh of electricity per year. The output of the system is expected to meet 20% of the plant's needs.

Completion of the project is planned for June 2022.

"This project will significantly reduce the carbon footprint in our production facilities, making our facilities environmentally friendly. In addition, it also provides substantial savings in the long term," said Dwi Mudriah, Production Centre Director of Beiersdorf Indonesia.

Load-Date: March 21, 2022

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