



PACKAGING EXCELLENCE

SUSTAINABLE CARDBOARD COMPACT AND PALETTE DESIGN
BY MONRO COSMETICS

- With a continued focus on sustainability, **Monro** has used its experience to develop a new packaging style, for its range of cardboard compacts and palettes
- Simply passing off a cardboard compact as sustainable, isn't enough, we need to do more
- Either re-use and refill, or recycle ... *"That is our aim for cardboard palettes"*
- Most cardboard palettes use the following negative materials, preventing them from being recycled:
 - Magnet and steel closure
 - Lamination
 - Foil
 - Elastic band closure
 - Plastic sheet to protect the bulk
- **Monro** has answered this challenge by creating a specification which can be replicated into any cardboard palette size or layout.
- These include the following:
 - Self-locking and secure paper flap closure
 - Water based varnish
 - Integrated tear off paper sheet to protect the bulk (instead of using a plastic sheet to cover the bulk after filling) = reduced cost
 - No mirror = reduced cost
- MOQ 5k
No set up or costs for prototypes



SELF-LOCKING AND SECURE PAPER FLAP CLOSURE



INTEGRATED TEAR OFF PAPER SHEET TO PROTECT THE BULK



“ Little changes, added together can make a big difference. We hope the innovations we have developed, will be embraced by our customers to deliver sustainability and cost saving ”