Eco-clever cleaning with bottle that incorporates 30% recycled polymer

The durability and convenience of a reusable plastic bottle incorporating 30% post-consumer recycled (PCR) material, manufactured by RPC Containers Llantrisant, has provided eco-cleaning brand, aquo, with a strong packaging solution that underpins the brand’s waste-reducing solution.

aquo is a range of surface cleaners manufactured by Kilrock Products, offering a unique difference – the trigger spray can be refilled and reused thanks to the soluble aquo capsule which releases its cleaning power once dissolved in water.

Another consideration was that the bottle could maintain a leak-proof seal with the trigger spray used by Kilrock, even after being repeatedly reopened. RPC Llantrisant adapted one of its standard bottle preforms with a customised neck design for optimum compatibility.

The entire project was developed and fulfilled within a rapid time frame in order to meet Kilrock’s launch requirements.

‘aquo has been selected by leading retailers including Tesco in the UK, Netto in Denmark and Mercadona in Spain, and praised by the environmental action organisation, Waste & Resources Action Programme (Wrap),’ confirms Richard Davis, managing director of Kilrock Products.

‘RPC Llantrisant’s durable and environmentally-friendly bottle has played a huge part in the success of the aquo concept. The whole concept of aquo hinges on the durability and green credentials of the trigger-head bottle.’

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Branded as eco-clever cleaning, Kilrock estimates that aquo’s refillable trigger-head bottle cuts down on production and packaging waste by 20 times, while the lighter, unfilled bottle reduces the carbon footprint accumulated during transit. At the same time, consumers benefit from the formulation’s superior clean and good value for money.

Kilrock required a bottle that would underline aquo’s environmental credentials by incorporating recycled material. In order to maintain a low carbon footprint, it was important that the packaging could be sourced locally within the UK.

RPC Llantrisant’s solution is a 750ml blow-moulded PET bottle that incorporates 30% recycled polymer – a percentage deemed the optimum amount of PCR material that can be used while ensuring high-quality performance throughout the life of the bottle. ‘The bottle is designed to be reused up to 20 times, and must also be well suited to a wide range of cleaning formulations for kitchen, bathroom and glass,’ explains Rob Hunt, sales manager at RPC Llantrisant.