

# ADHESPACK

## BLISTAPAPER

### CRITERIA APPLICABLE TO THE INNOVATION

- Recyclable packaging
- Compostable/biodegradable material

### DESIGN

Our product is a blister pack made entirely of FSC-certified paper, compostable within 154 days. Unlike conventional blister packs that rely on plastic and aluminum, our blister pack utilizes Greenpack paper for sealing and Bluecup paper for the cavities, ensuring complete recyclability and compostability. This innovative design significantly reduces environmental impact by eliminating plastic and aluminum, thereby decreasing carbon footprint and waste.

### REDUCTION MATERIALS

Our blister pack design significantly reduces the use of raw materials by utilizing FSC-certified paper, which is both recyclable and compostable. Unlike conventional blister packs that require plastic and aluminum, our design employs a mono-material approach with Greenpack paper for sealing and Bluecup paper for the cavities. This shift not only reduces the extraction of non-renewable resources but also minimizes pollutants associated with plastic production and aluminum extraction. As the FIRST BLISTER PACK FOR MAKEUP made entirely of PAPER, our product sets a new industry standard, reducing the carbon footprint. Additionally, this innovative blister pack can be used for both sample distribution and product sales, offering a versatile and eco-friendly solution.

### PROCESS OF PRODUCTION

Our production process is designed to minimize environmental impact by prioritizing the reduction of resource consumption and the use of renewable energies. We utilize 90% hydroelectric power, which is 100% renewable, to run our manufacturing operations. The papers used in our blister packs are sourced from 100% reforested wood, ensuring a sustainable supply chain. Unlike traditional plastic and aluminum blister packs that can take up to 500 years to decompose, our paper-based blisters decompose within 154 days.

### SUPPLY CHAIN

Our lightweight, compact paper blister packs are designed to maximize space efficiency, allowing for more units per shipment and reducing the number of transport trips required. The paper we use is significantly lighter than traditional plastic and aluminum, which reduces the overall weight of transport and consequently lowers fuel consumption and emissions.

### MARKET ADAPTABILITY

Our product is not a prototype; it has already undergone extensive compatibility and shelf-life testing with lipstick, powder, blush, and eye shadow, demonstrating excellent results. This readiness for immediate use meets the current market demand for sustainable and eco-friendly packaging solutions.

### END OF LIFE

The Blistapaper is recyclable, compostable, and biodegradable according to ISO 14855-1:2012, DIN EN 14045:2003, and OECD 208.

