



SUSTAINABLE PACKAGING

COMPETENCE

PROTECT YOUR PRODUCTS, YOUR BRAND AND THE ENVIRONMENT

Cama Group

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 **Sustainable**



Sustainability is a driving a paradigm shift in commercial and consumer practices.

Packaging technology and sustainable materials are playing an ever-growing role in reducing emissions and waste.

Cama Group is a world leader - helping companies transition from manual to automatic processes - and will bring this experience, engineering and expertise to help you transition to more sustainable packaging.

We will give you the ability to adapt to constantly changing market needs, using new concepts and new materials on machines built with your efficiency, sustainability and flexibility in mind.

Start today with our consultancy services. Challenge our packaging design team! Discover how we can make your conversion to new packaging designs and new materials quicker and easier than you thought possible. Cama Group can help boost your brand and drive your new greener ideas forwards! We are driven by your sustainability aspirations!



Healthcare

Industry: healthcare.

Customer: leading global brand/supplier.

Challenge: convert existing cotton bud packaging, with plastic container and lid.

- Customer formulated new packaging concept.
- Approached Cama Group to turn idea into reality.

Solution:

Cama solution creates square carton from flat blank. Cartons placed onto carrier and passed to existing customer machine where they are filled. Passed back to Cama machine for lid closure and case packing.

Results:

- Multipack formats possible.
- Seamless integration with existing plant-floor assets & network.
- **All plastic removed from packaging.**



Food

Industry: food.

Customer: international carton supplier.

Challenge: convert ready-meal tray from plastic to the near identical cardboard alternative.

Solution:

- Customer knew what it wanted, but lacked the in-house expertise to realise the vision.
- Cama solution creates trays from flat cardboard.
- Patented process developed that creates effective coupling between tray and flange.

Results:

- Machine capable of delivering bonded cardboard packaging for multiple applications.
- Completely enclosed machine for hygiene.
- **All plastic removed from packaging.**



Home care

Industry: home care.

Customer: leading global brand/supplier.

Challenge: replace existing cardboard and PET blister pack format with all-cardboard alternative that still presents the product effectively.

Solution:

- Cama packaging consultancy group working with customer to develop alternative cardboard enclosure.
- Window design being tested that delivers maximum protection and full product visibility.
- Cama Group team working with customer's engineering and marketing functions.

Results:

- Blister-pack-style visibility maintained.
- **All plastic removed from packaging.**



Healthcare

Industry: healthcare.

Customer: global supplier of cold remedies and medicine.

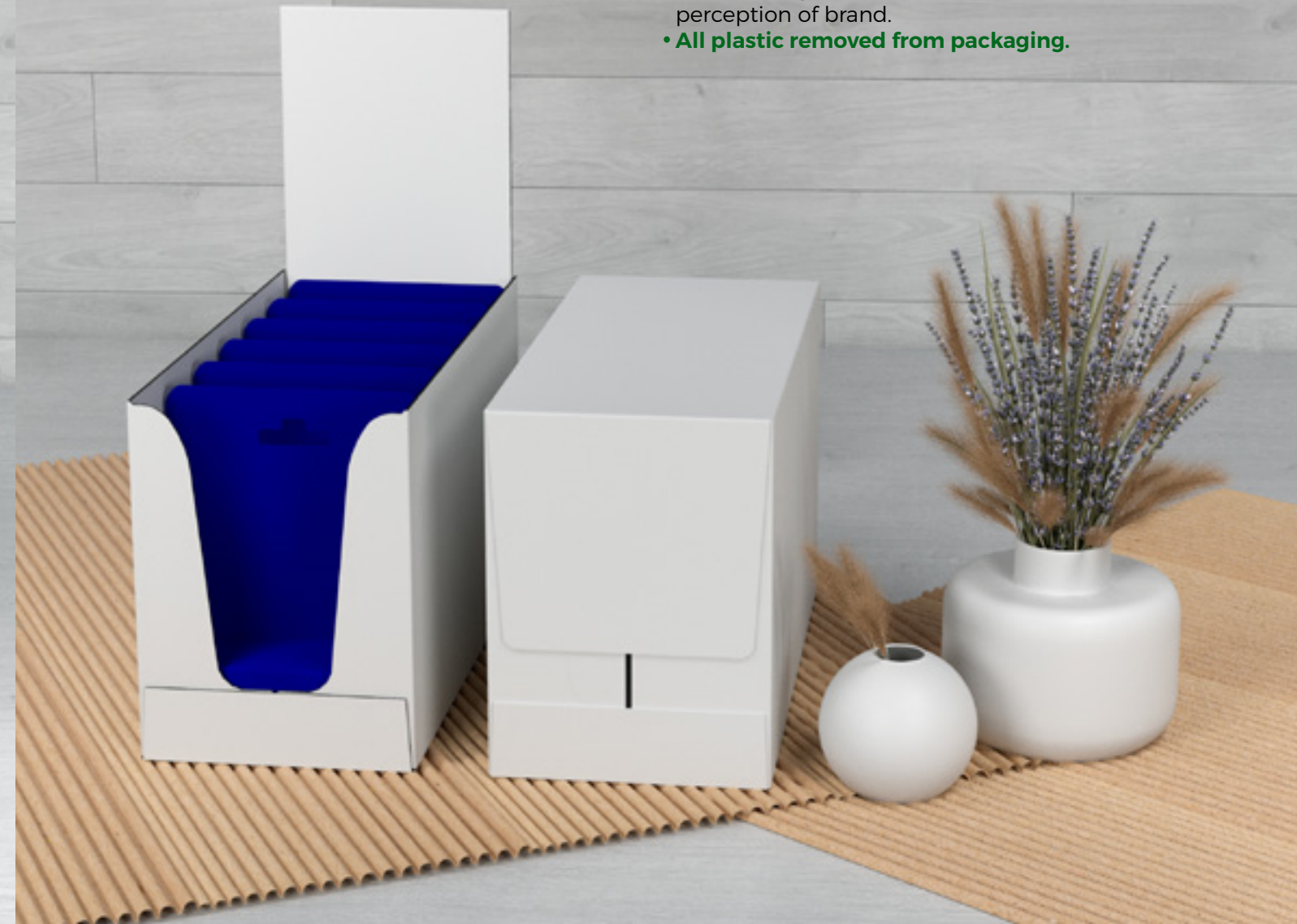
Challenge: replace existing cardboard and PET blister pack format with placement directly into new design of shelf-ready case.

Solution:

- Shelf-ready carton shape was relevant to contents and brand.
- Plastic insert removed from case.
- Products still presented carefully and professionally.

Results:

- Carton design matched consumer market perception of brand.
- **All plastic removed from packaging.**



Industry: bakery.

Customer: co-packer for large global confectionary brand.

Challenge: replace single-use plastic flow pack with sustainable alternative.

Solution:

- Cama Group developed a cardboard carton that mimics the flow pack design.
- Shape and form replicated to integrate easily with tertiary operations.

Results:

- Flow pack design could be part of branding, so important to maintain.
- **Single-use plastic removed from packaging.**



Industry: confectionery.

Customer: vegan chocolate supplier.

Challenge: replace single-use plastic flow pack with sustainable alternative. The brand attracts premium pricing, so packaging and product quality must reflect this.

Solution:

- Cama Group developed a solution which gently and positively places chocolate block into carton envelope.
- Shape and form of existing packaging replicated to maintain brand.

Results:

- Pack design is part of branding, so important to maintain.
- Innovative and unique packaging design.
- **Single-use plastic removed from packaging.**



Industry: confectionery.

Customer: co-packer for large global confectionary brand.

Challenge: spherical chocolate product relies on plastic insert to both support and present the confectionary.

Solution:

- Cama Group modified the customer's existing Cama machine to use a cardboard insert instead.
- No difference to presentation perceived outside of carton.

Results:

- Modification of existing machine more sustainable.
- **Single-use plastic removed from packaging.**



Industry: food.

Customer: confectionery supplier to global coffee-shop chain.

Challenge: replace thermoformed plastic trays and low-quality film lid used to package lollipop-shaped ice cream.

Customer initially approached Cama Group to simply automate packaging process.

Solution:

- Cama Group suggested cardboard alternative due to poor quality of existing materials and more sustainable approach.
- Cama Group developed carton tray with cuts, folds and slots that orientates the confectionary in the same way as the original plastic tray.
- Flow pack replacement being investigated for shelf life and cold-chain requirements.

Results:

- Higher quality and more rigid packaging concept.
- Innovative and unique packaging design.
- **Single-use plastic removed from secondary packaging.**



Home care

Industry: home care.

Customer: leading global brand.

Challenge: replace existing plastic doypack and tub dishwasher tablet containers with premium cardboard alternative.

Solution:

- Cama Group developed premium carton design that looks like a chocolate box.
- Tablets inside are uniformly oriented and presented clearly.
- Carton shape was very relevant to contents and brand.
- Double-walled carton and tablet layout challenges overcome with advanced packaging machine technology.
- Tablets kept separated – prevent clumping if wet.
- Cama Group team worked closely with customer's engineering and marketing functions.

Results:

- Carton design matched consumer market perception of brand.
- Improved shelf ready exposure.
- **All plastic removed from packaging.**



Industry: home care.

Customer: global brand supplier.

Challenge: replace existing plastic tub with cardboard alternative with equivalent child-safety features.

Solution:

- Cama Group currently employed in consultancy capacity.
- Significant development undertaken on design of container and a locking solution that is very different to – but just as effective as – existing plastic container locking solution.
- Multiple tray shapes and sizes being explored with same locking solution.
- 12 prototypes currently under test – very promising results.
- Cama Group team worked very closely with customer's engineering and marketing functions.

Results:

- New concept offers same level of product security and child safety.
- **All plastic removed from packaging.**

