

## ● Point of Sale

### Zero-waste Shaving Cream Pods

Pacific Shaving Co., a personal care products company based in San Francisco, has rolled out Single Use Minis Shaving Cream. The doses of shaving cream are packaged in water-soluble film from MonoSol LLC. Consumers hold the pod under warm water and rub their hands vigorously to produce exactly enough lather for a single shave.



*"There has been a great deal of innovation and disruption happening in shaving for razors and blades-but not much for shaving creams and aftershaves,"* says Stan Ades, co-founder of Pacific Shaving Co.

Forty single-serve packets come in a stand-up pouch with a clear bottom, allowing consumers to see how many are left. The pouches, with high-barrier PET film laminated to linear-low-density polyethylene (LLDPE), are supplied by Excel Packaging. Pacific Shaving chose the pouches because of their high moisture barrier, and because *"Stand-up pouches are also lightweight and resealable, making them perfect for consumers who are traveling with the product,"* Ades says.



Excerpted from [Packaging Digest](#)

## ● Point of Interest

Opportunities, Inc.'s Golf Outing was a Hit!



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Opportunities, Inc. held their 15th Annual Spence Jensen Classic Golf Outing on June 1, 2017 and it was nothing short of a hole-in-one.

Over 125 golfers joined to support the non-profit's training and employment programs for individuals with diverse abilities at the beautiful Koshkonong Mounds Country Club in Fort Atkinson. Opportunities, Inc. is honored to have had such a great turnout and response from local business partners and community organizations, whether by forming a team, donating an auction item, or giving of a monetary contribution.

This year marked an all-time record in fundraising and will without a doubt positively impact a diverse workforce and strengthen our community!



Barb LeDuc, Opportunities Inc. President/CEO, and Spence Jensen, Past Opportunities Inc. President pictured with golf ambassadors: Matt H., Betsy F., Bryan P., Fred F., and Emily H.

## Main Number

1-800-314-4567

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## Need A Quote?

*Or ideas to improve your current packaging and assembly projects?*

Contact

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email [sales@oppinc.com](mailto:sales@oppinc.com)

## Point of Service

### La Pavia Beverages partners with Opportunities, Inc. for packaging needs

Based in Milwaukee, founders of La Pavia Beverages Inc, Mary Pellettieri and Noah Swanson, began their quest to see real soft beverages from days past with true tonic qualities served at fine restaurants. Qualities like herbal, dry, sour, and even bitter used to be found in tonics and were provided to customers before a meal for their appetite stimulating properties or after a meal for digestive properties.

Since their launch in 2014 with Top Note Tonics, they have grown their business and thus, increased their packaging needs. Earlier this year, Pellettieri reached out to Opportunities, Incorporated for assistance in packaging their Ginger Beer cases. Pellettieri noted, "Opportunities, Inc. is very flexible and easy to work through complex projects. I

**Top Note**  
NOTABLY COMPLEX

*don't think enough companies know about how Opportunities, Inc. can help them solve some difficult problems. We were thrilled to find them."*

The greatest benefit when working with Opportunities, Inc. Pellettieri noted was knowing they were helping train individuals with diverse abilities to enter the job market.

Opportunities, Inc. looks forward to their newly established partnership with La Pavia Bererages, Inc. to connect our community with handcrafted tonics and provide vocational training opportunities to individuals with barriers.

## **Point of Progress**

### Promising news in bioplastics?

**Development of materials to help CPGs meet their sustainability goals is well underway, but major barriers to widespread adoption still exist.**

Among the barriers are higher costs, less-than-equal performance, availability of feedstock for commercial scale, and an underdeveloped infrastructure for recycling, composting, and incineration, not to mention the lack of markets for reused materials.

Suppliers offering bioplastic solutions painted a bleak picture of the current state of the industry at the Sustainable Packaging Coalition's Bioplastics Converge conference held in Washington, DC, June 1, 2017. Observations shared include these:

- For every 685 billion pounds of plastic you make, you produce two tons of carbon.
- This takes approximately 190 million barrels of petroleum products used as feedstock.
- Only about 25% of plastics made is used for packaging, but 75% of plastic pieces produced are packaging materials.
- Only 8% of plastics in North America is recycled. Three percent of plastic waste is collected for recycling worldwide.
- 35 billion water bottles are discarded each year. There is increased public scrutiny on plastics and the growing problem of ocean pollution.
- Plastic use has increased 20 times over the past 50 years and is expected to double over the next 20 years.

And while our infrastructure to collect, compost, recycle, and reuse may not be very robust, at least developed countries have some sort of system. On the other side of the world, India, the Philippines, and Indonesia are dumping plastic straight into the ocean at the rate of a truckload per minute. By 2025, estimates are this will grow to four truckloads per minute. Besides the islands of plastic refuse floating in our oceans, the sea is also contaminated with tiny plastic particles.

This alarming status report on plastic and plastics in packaging, albeit delivered by suppliers who are offering a bio-alternative, is unsettling to say the least. Each supplier stressed that a future like this is truly unsustainable.

Innovative packaging designs, including "no packaging" options, are being explored by many. The need for bio-based materials and bio-laminations is undeniable.



To read more on how major CPGs and packaging materials companies like Seventh Generation, Tetra Pak, PepsiCo, and Mars are planning for the future, [CLICK HERE](#).

Excerpted from [www.greenerpackage.com](http://www.greenerpackage.com)



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