



Innovative, environmental and green marketing-friendly container closure security strip

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### Abstract

**A UK SME has developed an environmentally-friendly container closure security strip, evolving a green marketing eco-pack opportunity. This security strip has been turned into a cable-tie, with many applications in the household. As it can be reused, it offsets plastic consumption, offers a consumer benefit and raises the green profile of a company/brand. Suitable for most container tops. Messages can be printed around the strip to enhance marketing potential. The SME seeks licensing agreements.**

### Description

Many FMCG, F&B, toiletry and/or health products use a tamper-evident security strip attached to the closure top, which has to be removed in order to open and access the contents. This strip essentially binds the cap to the container in such a way as to ensure that, whilst it is visibly in place, the consumer can be reassured that the contents have remained secure within, and have not been tampered with. Currently such strips are discarded straightaway after opening, as they have fulfilled their use and suggest no further function.

A UK company has developed a novel, environmentally-friendly redesign. This unique tamper-evident security strip has been turned into a reusable cable-tie, with many applications in the household. Instead of being thrown away after opening the container, this strip can be reused by the consumer in many ways. Beyond obvious marketing benefits to manufacturers and retailers, it also confers a significant set of green advantages, not to be ignored bearing in mind the legislative requirements and pressures faced across many markets.

The novel strip can significantly raise the green profile of a company or brand which, given the growing numbers of environmentally-conscious consumers,

becomes ever more important and lucrative.

The cable-tie security strip is suitable for most container applications. It can further be turned into a marketing instrument by printing messages around the strip, which will of course be retained and considered much more closely by thrifty consumers as they retain and then reuse it

The patent for the strip is applied for. The SME seeks licensing agreements and strategic relationships in eco-marketing & design ventures.

### Innovations and advantages of the offer

- Re-use of an otherwise useless strip of plastic as a cable-tie
- offsetting plastic waste
- saves recycling energy, as plastic is being reused
- can raise green profile of a brand and company
- can act as a marketing tool with printed messages/ on the strip

### For further information (including IPR status) please contact:

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