

# A SIMPLER, CHEAPER AND EASIER TO RECYCLE AEROSOL CONTAINER

## Fact Sheet

### Project Information

#### Click and Spray

Grant agreement ID: 886285

[Project website](#) 

#### Start date

1 January 2020

#### End date

30 April 2020

#### Funded under

H2020-EU.3.

H2020-EU.2.3.

H2020-EU.2.1.

#### Overall budget

€ 71 429

#### EU contribution

€ 50 000

#### Coordinated by

PURPLE HOLDING AB

 Sweden

## Project description

### A new eco-friendly take on old aerosol containers

Europe's aerosol container market is worth billions and is set to expand in order to meet the growing demand for household and personal care products such as hair sprays. However, as aerosol containers are made from multiple components, their assembly is a complex process and one that requires significant use of aluminium, which also makes recycling difficult. As a result, hundreds of millions of aerosol containers fill up landfills each year. The EU-funded Click and Spray project is rethinking the structure of aerosol containers so that fewer components are required. For instance, it will remove the need for a valve mounting cup. The aim is to speed up

the manufacturing process of the containers and allow for faster filling and easier recycling.

## **Objective**

Aerosol containers have remained virtually unchanged since they were first invented in the 1950's. Aerosols have multiple unnecessary components, each of which must be sourced from separate suppliers and use significant aluminium (1.58 kg/1,000 units). Multiple components means that specialized equipment is needed to assemble aerosols and slows down filling times. It also makes final products difficult to recycle with 704 million aerosols sent to landfills every year. Purple Holding has developed a completely new aerosol container, Click/Spray, that will shake up this stagnant market for the first time in over 50 years. Our radical new design doesn't change standard components of conventional aerosols, but completely rethinks their structure to remove the need for a valve mounting cup. Our new, patented valve creates for the first time an opportunity to design endless options for new sizes and shapes. Fewer components means our products are 20% faster to manufacture and assemble, 25% faster to fill, use 5% aluminium and are easier to recycle. This saves the manufacturer €30/1,000 units and 1.5 kg of aluminium for 1,000 units for a reduced environmental impact. This gives aerosol manufacturers and the brand owners who use these products, incredible cost margins and up to 20% more revenue as well as greater control over supply.

## **Field of science**

/natural sciences/chemical sciences/inorganic chemistry/inorganic compounds

## **Programme(s)**

## **Topic(s)**

## **Call for proposal**

H2020-SMEInst-2018-2020-1

## **Funding Scheme**

SME-1 - SME instrument phase 1

# Coordinator



## PURPLE HOLDING AB

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[Contact the organisation](#) 

Activity type

**Private for-profit entities  
(excluding Higher or  
Secondary Education  
Establishments)**

EU contribution

**€ 50 000**

**Last update:** 7 August 2020

**Record number:** 226609

**Permalink:** <https://cordis.europa.eu/project/id/886285>

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