

# Packaging for a new generation

Issued by [Mpact](#)

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At Mpact Plastics Pinetown, in-mould labelled (IML) containers are a speciality. These versatile jars are being used in a number of industries and have become the container of choice within the personal care industry. The jars are produced for leading customers and have become part of iconic products within their ranges of brands.



# baby Dove



Mpact Plastics is proud to have added Dove to this list of iconic brands. Mpact was involved in the new Dove Baby range by supplying two jars that form part of this moisturising product range. The smaller 125ml IML jar is used by Baby Dove for a 100ml petroleum jelly product whilst the 250ml jar is launched as a 250ml petroleum jelly. Being a part of the Dove Baby range team meant that Mpact Plastics could contribute to maximising the successful local launch of this range, earlier this year.

A complete packaging solution was offered to the Dove team by successfully matching the international lid colour and importing labels with metalised ink. These visual factors ensured that on-shelf presence was optimised whilst all Unilever's quality standards were also met by the Mpact Plastics team. International standards were the benchmark for this container as the range had already been launched in a number of other countries.

## About Mpact

Mpact is a leading producer of rigid plastic packaging and cling film, producing a range of packaging and serving a multitude of blue-chip customers within various industries, including products for the food, beverage, personal care, homecare, pharmaceutical, agricultural, industrial and retail markets.

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*Mpact Plastics is a leading producer of rigid plastic packaging and cling film in southern Africa. We operate out of nine production centres across the country, providing packaging from plants with relevant certifications. We service the food, beverage, personal care, home care, pharmaceutical, agricultural and retail markets. In upholding company values, and as a supporter of the circular economy, we positively contribute to industry associations, enabling various communities to participate in recycling solutions.*

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#### Mpact



Mpact is the largest paper and plastics packaging and recycling business in Southern Africa. Our integrated business model is uniquely focused on closing the loop in plastic and paper packaging through recycling and beneficiation of recyclables.

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