



Personal Care Solutions

Do you have a personal care product line that can benefit from shrink packaging automation?

We customize your personal care shrink wrap bundling, offering complete secondary packaging solutions to leverage automation, and lower your costs.



The Personal Care Market

Over the past several years, the personal care, health, and beauty markets have been affected by several aspects which have contributed to its growth.

Take social media for example. In 2018, YouTube beauty-related videos generated over 169 billion views.

And let's not forget Instagram influencers, Facebook, and Twitter which also drive consumer spending in this market.

These three social platforms alone, make beauty products the second-largest product category for engagement on these channels, all of which drive demand.

Additionally, the post-pandemic world has us removing our masks and wanting to look our best. But it's also made us more conscientious about keeping things germ-free.

What this Means for Packagers

Personal care product packagers not only have to keep up with consumer-driven needs but also a diverse portfolio of products. This can be packaging products like oval bottles, cosmetic compacts, shampoos, or pump bottles in a variety of sizes.

This is where Holland Packaging's automatic shrink-bundling solutions can make a difference, with machines that offer efficiency, small footprints, customized conveyors, tool-less changeovers, and ease of operation.

We understand that your personal care product line is endless, but your packaging process doesn't have to be.

As the USA-based distributor and servicer of Autopack equipment, we have successfully worked with name brands in the personal care industry, and we can help you too.

Resources:

- 1 [Statista](#)
- 2 [Future of Marketing](#)



Holland Packaging LLC
221 South St Bldg. D, New Britain, CT 06051
sales@hollandpkg.com
hollandpkg.com



Autopack SLO Shrink Bundler Solution for Personal Care Products



Straight or Curved Infeed



Single or Multi-Track



90 Degree or Inline Outfeed



FEATURES

- Quick & easy changeovers
- Stainless steel construction
- Speeds up to 22 ppm for single track (higher speeds available with double and triple track options)
- Line control & communication
- Integrated controls & user-friendly HMI
- Better shrink through for more efficient air circulation

[Learn More](#)



Holland Packaging LLC
221 South St Bldg. D, New Britain, CT 06051
sales@hollandpkg.com
hollandpkg.com

OPTIONS

- Printed film registration device
- Tear strip perforation device
- High product stabilizer
- Special option for handling aerosol
- Single, double, or triple track operation

