AilArian opens early access to sustainable illuminated packaging technology

Friday 27 November, 2026

Patented magnetically recoverable conductive inks and paper-based circuits give brands and packaging designers new opportunities to create distinctive, illuminated packaging experiences, with production opportunities for 2027 now open.

Imagine packaging that doesn't just catch the eye, but brings a product to life. AilArian is opening early access to its market-ready illuminated packaging technology, giving brands and packaging designers new creative possibilities to enhance shelf presence, engage customers and differentiate their products.

Illumination offers an exciting way to transform packaging, creating moments of surprise, enhancing product presentation and helping brands stand out in increasingly competitive markets. However, integrating electronics into packaging can introduce challenges around material recovery and recyclability.

AilArian is addressing this with an innovative approach to printed electronics, combining paper-based circuit inserts with its patented magnetically recoverable conductive ink. This enables illuminated elements to be integrated into packaging designs while allowing conductive materials to be separated from paper waste through magnetic recovery.

The technology opens up new possibilities to incorporate illumination and electronic functionality without relying on conventional circuit materials that can complicate end-of-life recovery. From creating standout retail displays to delivering more engaging product experiences, brands can explore new ways to bring their packaging to life while considering its environmental impact.

Beyond the technology itself, AilArian is developing a take-back system for used circuits, processing them to recover and reuse conductive materials. Its longer-term vision is to establish a circular ecosystem for printed electronics, with recovered materials being reused in new products with increasing recycled content.

“Our vision is to create a circular ecosystem for printed electronics, reusing materials to make new products with increasing recycled content. Smart packaging is an exciting first step towards realising this vision. We want to give brands the opportunity to create more engaging packaging experiences while helping move the industry towards a more circular approach to electronics.”

Dr James Claypole, CEO & Founder, AilArian

With its technology now market ready, AilArian is inviting brands, packaging designers, manufacturers and innovation teams to explore creative applications and discuss opportunities for production in 2027.

Whether the ambition is to create greater shelf impact, introduce new interactive experiences or give products a distinctive point of difference, AilArian is looking to collaborate with brands and packaging partners to explore what illuminated packaging can achieve.

To explore design possibilities or discuss production opportunities for 2027 product launches, contact AilArian at ailarian.co.uk.

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