

Bayer and yet2 Launch Innovation Challenge for Biodegradable Packaging Sachets/Tubes, Bayer Renews Commitment to Open Innovation

Thursday 1 September, 2022

Bayer Consumer Health partners with yet2 and looks to external technologies to solve their latest sustainable packaging innovation challenge, helping accelerate towards their goal of 100% recyclable or renewable packaging by 2030.

WALTHAM, MA, USA – September 1st, 2022 – The Consumer Health Division of Bayer, which owns global brands including Aspirin, Bepanthen, Claritin, and Elevit, has collaborated with long-time open innovation partner, [yet2](#), to launch a sustainable packaging Innovation Challenge. Bayer invites innovators and technologists to share sustainable packaging materials, including biodegradable or compostable, flexible and rigid packaging solutions, for use in packaging Bayer's consumer healthcare products. This challenge will accelerate Bayer's efforts to reach a target of 100% of Consumer Health packaging to be recyclable or reusable by 2030¹. Challenge submissions should be emailed to bayerpackagingchallenge@yet2.com and additional details on challenge requirements can be found at <https://bit.ly/3e3Xl8o>

To help Bayer achieve their goals of being climate neutral by 2030 and net zero by 2050, the Consumer Health Division is prioritizing "reduce, recycle, reuse and replace" across their products and packaging. All new product development projects are evaluated for sustainability performance, and Bayer has already started converting paper packaging to include PCR content and sourcing from certified and well managed forests¹. To further progress towards their sustainability targets, Bayer is once again leveraging open innovation as a strategic asset, powered by their partnership with yet2, to identify promising external technologies and accelerate the pace of sustainable packaging innovation at Bayer without compromising their commitment to improving the health of their consumers.

"We look forward to bringing in the expertise from specialists in the area of sustainable packaging. Designing and developing more sustainable packaging, as early as possible in the product design and development stages, is vital to reduce the impact on our environment and achieve Bayer's ambitious sustainability goals." – Keiko Tago, Head of Packaging Sustainability, Consumer Health

Bayer Consumer Health's product packaging currently meets requirements for the protection of products; however, it frequently results in waste that does not break down when discarded and is not sourced from sustainable materials. Bayer is now seeking biodegradable, compostable, dissolvable, or edible packaging that ensures its products maintain their efficacy and quality standards. Packaging formats of interest include sachets and/or rigid or flexible tubes. Potential packaging material solution areas include those derived from sources such as seaweed or plant extracts such as alginate, starch, bagasse, cellulose, or mycelium; chitosan; agricultural waste, and more.

Key requirements for potential submissions include:

- Sustainable packaging and material end-of-life
- Potential to scale to industrial packaging volumes
- Achieve the following Water Vapor and Oxygen Transmission Rates
- Solutions derived from bio-sourced or renewably sourced materials are preferred.

Water Vapor Transmission Rate

6.02 g/m²/day

[@ 22°C, 0% RH]

[@ 38°C, 90% RH]

Media:



Related Sectors:

Consumer Technology ::

Related Keywords:

Bayer :: yet2 :: Sustainable Packaging :: Health :: Innovation :: Biodegradable :: Dissolvable :: Compostable :: Sachet :: Tube :: Challenge :: Recyclable :: Renewable ::

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0.001 to 0.04 g/100in²/day
0.009 g/100in²/day
[@ 50°C, 50% RH]
[@ 38°C, 90% RH]

0.09 g/100in²/day
0.09 g/100in²/day
[@ 22°C, 0% RH]
[@ 38°C, 90% RH]

More detail on challenge requirements can be viewed at <https://bit.ly/3e3XI8o>

The challenge is open for submissions starting September 1, 2022, and Bayer will continue to receive and review submissions into October. Submissions should be sent to bayerpackagingchallenge@yet2.com.

Submissions should include non-confidential information only that covers:

- An overview of the technology solution,
- Data on water vapor transmission and oxygen transmission rates,
- Current scale or potential to scale,
- Relevant patents,
- Any supporting details such as technical spec sheets, pictures, etc.

Promising startups, entrepreneurs, technologists, and researchers are encouraged to submit.

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About Bayer Consumer Health

Bayer is a global enterprise with core competencies in the life science fields of health care and nutrition. Its products and services are designed to help people and the planet thrive by supporting efforts to master the major challenges presented by a growing and aging global population. Bayer is committed to driving sustainable development and generating a positive impact with its businesses. At the same time, the Group aims to increase its earning power and create value through innovation and growth. The Bayer brand stands for trust, reliability and quality throughout the world. In fiscal 2021, the Group employed around 100,000 people and had sales of 44.1 billion euros. R&D expenses before special items amounted to 5.3 billion euros. For more information, go to www.bayer.com.

About yet2

yet2 operates at the hub of global technology innovation. Since 1999, we have been an Open Innovation services company leveraging our global network of affiliates, a proprietary database of several million promising startups and solution providers, and our offices in North America, Europe and Asia to scout cutting-edge companies and technology beyond the reach of most clients. Domains of team and network strength include life sciences and health, chemicals/materials, consumer/OTC/food, sustainability, aerospace/defense, packaging, electronics, oil/gas and energy, digital/big data, industrial, and automotive. yet2 provides hands-on open innovation services in the areas of targeted technology scouting, strategic dealflow, Open Innovation portal management, innovation tours, anonymous inquiries, OI Training, technology out-licensing, and more - bringing our Open Innovation clients hundreds of millions of dollars in value. Learn more about yet2 by visiting: www.yet2.com.

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