

NEWS RELEASE



June 6th, 2023

twistMist™ aerosol by APS is a winner of the 2023 U.S. Sustainable Packaging Innovation Award

NEW YORK, NY, June 6, 2022 – twistMist™ – the first ever twist-activated, propellant-free aerosol technology, was named a winner of the prestigious 2023 U.S. Plastics Pact Sustainable Packaging Innovation Award in the Reuse/Refill category.

Refill. Reuse. Recycle. twistMist™ is a new, continuous dispensing technology that eliminates the need for pressurized tinplate, aluminum or plastic cans and allows brands to switch to 100% recyclable plastics (HDPE, PET), metal, or glass bottles. twistMist™ reusable head makes the system the only aerosol that allows refills and can be reused up to 10,000 spray cycles.

Positive sustainability impact of twistMist™ was independently quantified by Leeds Beckett University via an ISO Life Cycle Analysis (LCA) study comparing it vis-à-vis the in-market aerosols. Based on this study, twistMist™ delivers up to a 90% lower CO2 footprint when compared to a traditional tinplate, LPG-powered aerosol.

twistMist™ is a breakthrough technology in the category that has not seen real innovation for many years. “We wanted to challenge the paradigm by asking ourselves: “How could we create a continuous spray experience that consumers love so much in aerosols without all the negatives associated with pressurized packaging?” said the Brad Barron, Chief Innovation Officer of Alternative Packaging Solutions (APS) and a P&G packaging alum. “It took us eight years of development and significant investments to de-risk twistMist™ technology. We are now at the point where leading FMCG players can place consumer tests using launch-ready samples produced on an automated assembly line.”

To bring twistMist™ to life, APS team had partnered with [DCA International](#) for engineering design and with [Lindal Group](#) for technical development and production. “Our partners were instrumental in making twistMist™ the reality that delights consumers, helps the environment, and allows brands to deliver great value to their shoppers” reflected CMO of APS and P&G brand alum, Dennis Ossipov-Grotsky.

The award was announced during the Circularity 23 event in Seattle, Washington. “We are humbled to receive this recognition from sustainability experts at USPP and their partners at Walmart” added Ossipov-Grotsky.

To learn more about twistMist™ aerosol technology [click here](#).

About APS

Alternative Packaging Solutions (APS) is a hybrid, technology investment + development firm. Our mission is to identify and de-risk the next wave of launch-ready innovations for premier FMCG players. APS is a private company operated by a group of former Procter & Gamble executives who bring technical, commercial, and R&D expertise.