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**Amcor achieves over 16% plastic reduction in flexible tubes for Bulldog**

Innovative material saving enhances sustainability

**ZURICH, June 10th, 2025** — Amcor (NYSE: AMCR, ASX: AMC), a global leader in developing and producing responsible packaging solutions, has achieved significant material savings as part of its ongoing partnership with skincare brand Bulldog, through the further lightweighting of its flexible tubes.

The 16.67% reduction in the wall thickness of each tube sleeve for the 50mm diameter flexible tubes used across a number of Bulldog products in 100ml and 150ml sizes, is expected to save approximately 8.5 metric tonnes of plastic annually.

The modification is the result of close collaboration between Amcor and Bulldog to further improve the sustainability attributes of Bulldog’s products. Amcor developed a series of rigorous trials to prove that the squeezability and consumer experience were not compromised by this change, and that the redesigned lighter-weight tube maintained the high-print and leak-test quality. The lighter-weight tube sleeve is fully compatible with the existing tube cap and shoulder, ensuring the filling process is not impacted.

In addition to the lightweighting, Amcor increased the amount of post-consumer recycled (PCR) plastic used within the complete tube to over 62%.

Bulldog has always been passionate about having attractive, more sustainable products and has used certified sugarcane from Amcor for its virgin material since 2017. As a biopolymer bi-product of food production, sugarcane-derived plastic [reduces Bulldog’s reliance on fossil fuels](https://bulldogskincare.com/pages/sustainability).

“This latest iteration of the 100ml and 150ml flexible tubes is proof of both Bulldog’s and Amcor’s commitment to a circular society where more sustainable consumption and recycling are the norm,” commented Joe Horton, Sales Director at Amcor. “By applying our technical expertise and working together, we have found an innovative way to develop an even more sustainable packaging solution.”

James Barnes, Brand Director at Bulldog, said, “The result of our continuing successful collaboration with Amcor is a consumer-facing product that has enhanced its sustainability credentials while still looking highly attractive.”

**About Amcor**

Amcor is a global leader in packaging solutions for consumer and healthcare products. With industry-leading innovation capabilities, global scale and technical expertise, we help our customers grow and meet the needs of millions of consumers every day. Our teams develop responsible, more sustainable packaging in flexible and rigid formats across multiple materials. Supported by a commitment to safety, ~70,000 colleagues across ~140 countries bring our global capabilities to local customers and provide local access to global brands. Our work is guided by our purpose of elevating customers, shaping lives and protecting the future.

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