

APG Europe opens a one-stop-shop for ready-made Sulapac® packaging

APG Europe, the distributor of innovative & sustainable packaging for the cosmetic and pharmaceutical industries, launches an online store dedicated to cosmetic and supplement packaging made of Sulapac®, a patented material innovation designed to fight the global plastic crisis.

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[APG Europe](#) becomes the first online distributor of Sulapac® packaging with the ability to serve also smaller brands and to provide extended services such as decorations and logistics optimization. [Sulapac](#) has previously partnered with carefully selected manufacturers in the cosmetic industry, the collaboration with APG Europe improving the accessibility and service level for brands interested in Sulapac even further.

“Sustainable packaging has become one of the key trends in the European cosmetics industry,” says **Robert Kruijer**, Commercial Director at APG Europe. *“Hence, we are proud to give cosmetic brands access to such a wide – and expanding – range of packaging options made of Sulapac,”* he explains. Sulapac materials are developed to reduce plastic waste and CO₂ emissions. They leave no persistent microplastics or toxic load behind. Furthermore, Sulapac is the first company introducing materials with recycled bio-based and biodegradable content to cosmetic packaging.

The comprehensive offering of APG Europe’s Sulapac online store includes ready-made jars for water-based cosmetics and for oil-based formulas. There are also packaging designed particularly for supplements and dry foods. The sizes of the packaging range from 7 ml to 250 ml and they are available in the nine colors of the Sulapac color palette, inspired by Nordic nature. Customers can choose between different Sulapac materials based on the desired look and feel: materials with large wood chips give the packaging a distinctive, luxurious appearance, whereas materials with wood flour offer a natural yet subtle option. All Sulapac materials used in the packaging are bio-based, some up to 100%. They have low carbon footprint and are recyclable by design.

Thanks to the smaller minimum order quantities for selected products, the new online store serves also small and medium-sized companies willing to package their products in Sulapac jars. *“We are extremely happy that now also smaller brands have the opportunity to easily adopt Sulapac packaging,”* says **Colin Strobant**, Sales Director at Sulapac. *“There is clearly a strong demand for sustainable, beautiful, and functional packaging among this category. With APG we can address it with efficiency and reliability while maintaining an excellent service level,”* he concludes.

Products available via APG’s online store are supplied by Sulapac’s trusted partners including Nissha, Hermann Koch Cosmetic Packaging, and Volumatik. High standards of the suppliers are the starting point of every solution provided by APG Europe while customer-centricity and reliability are cornerstones of their business.

Further information:

[Media kit](#)

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Sulapac Ltd accelerates the plastic waste-free future by helping companies replace conventional plastic with sustainable, beautiful and functional materials that are circular by design. The company was founded in 2016 by three scientists Dr. Suvi Haimi, Dr. Laura Tirkkonen-Rajasalo and Dr. Antti Pärssinen, and was ranked one of Europe's 100 hottest startups by WIRED UK in 2018, 2019 and 2021. Investors behind Sulapac®, the award-winning, patented material innovation include CHANEL and Sky Ocean Ventures.

APG Europe is an expert in packaging warehousing and distribution for the globe's most innovative companies, the high standards of our suppliers as the starting point of every cosmetic and pharmaceutical primary packaging solution we provide. With 50 years of experience and divisions in The Netherlands, Belgium and Germany, APG Europe is undoubtedly your key supply chain management partner in guiding your brand towards sustainability with the comprehensive Sulapac portfolio.