

Title (en)
PROTECTIVE PACKAGING

Title (de)
SCHUTZVERPACKUNG

Title (fr)
EMBALLAGE DE PROTECTION

Publication
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Application
EP 07847233 A 20071120

Priority

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Abstract (en)
[origin: WO2008074584A1] A laundry composition comprising at least one surfactant and at least one heat sensitive component, the composition being contained within a package (1) comprising a base (3) and at least one side wall (5), the side wall/s comprising an inner transparent plastic layer (7) enclosed at least partially within an outer plastic layer (9) wherein the outer plastic layer incorporates a: (i) one or more transparent regions providing an indicator (11) of the level of contained composition; in combination with (ii) light protective zones on every side wall, said zones covering at least 60% of the area of each respective side wall and said zones being defined by (a) an $L \cdot a^* \cdot b^*$ value where a^* and b^* are maintained close to zero, and L is between 50 and 80; and (b) reflectivity above 0.4 for incident light having a frequency from 420 - 1050 nm.

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