

Role of oxygen absorbers in packaging unveiled

BRG Townsend Inc. (BTI), a global consulting firm, has in a report reviewed the use of oxygen absorbers. The study – “Oxygen Absorbers in Packaging: Hit or Hype?” – strives to analyse the future of oxygen absorbers, whether they would become an established packaging product or merely an interim packaging solution. The report is intended to:

- Offer vital intelligence to develop strategies to address this growing market;
- Uncover crucial data to determine how best to invest in this new technology;
- Recognize new markets where this technology will be utilized next;
- Provide insightful analysis based on extensive industry experience; and
- Identify trends, applications, technologies, materials and end-uses of oxygen absorbers.

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