

Metallyte™ OPP film helps PPT reduce weight and cost of Fresh Brew coffee packs

Benefits

- lower package weight and energy savings for sustainability benefits
- significant moisture barrier improvement; effective oxygen barrier
- replacing metallized polyester with Metallyte 12MM281 OPP film also delivers cost savings



Jindal Film's Metallyte 12MM281 OPP film is delivering reduced costs and improved performance for fractional coffee packs developed by Plastic Packaging Technologies (PPT) of Kansas City, USA.

One company that has been quick to pick-up on the benefits of Metallyte 12MM281 OPP film is Fresh Brew Group of Houston, a specialty coffee roaster. Fresh Brew has designed and developed fractional coffee packages, using a film structure provided by PPT, called "Journeys" and "Kova Coffee" for United Airlines.

Fractional coffee packs are used by food service groups, catering companies, institutional establishments, hotels, restaurants and airlines for limited-use servings. For example, they are typically used by hotel operators to provide single-serve coffee packs in hotel rooms or by airlines to provide about 10 cups of coffee.

The conventional structure of fractional coffee packages – comprising ink, metallized polyester and polyethylene – has remained unchanged for many years. It provides a good oxygen and light barrier, helping keep the contents fresh. But, metallized polyester can be expensive and at times difficult to source.

A more cost-effective solution

Because of the issues with metallized polyester, PPT, a leading vertically-integrated manufacturer of value-added flexible packaging products and services, worked with Jindal Films to find a more cost-effective and readily available solution. Having discussed the requirements of the package, Jindal Films recommended its Metallyte 12MM281 OPP film be used to replace metallized polyester in the existing structure. Metallyte 12MM281 is a high-barrier, non-sealable OPP film with one side metallized and the other side treated.

Following a series of trials at the PPT headquarters in Kansas City, PPT discovered that Metallyte 12MM281 OPP film delivers a number of benefits compared to metallized polyester.

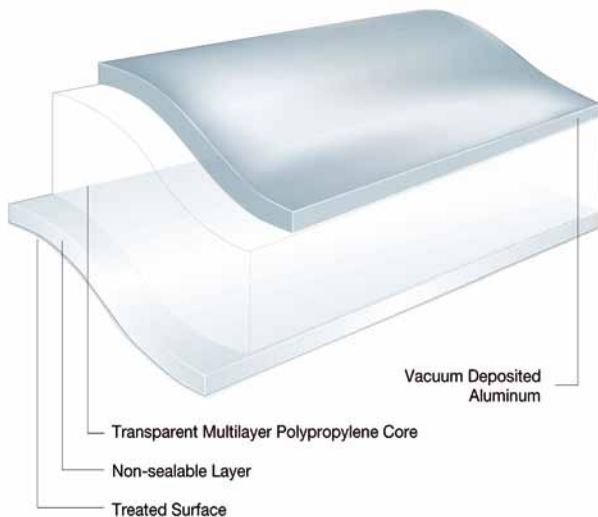
Yield advantage of 46 percent

Metallyte™ 12MM281 OPP film's high yield of 61,200 square inches per pound provided a sustainability benefit by reducing the package weight. Energy and cost savings were also realized. When Fresh Brew transitioned to the new structure, it re-evaluated packaging machine operating conditions to optimize efficiency. As a result, sealing temperature was reduced by about 50F (28C).

"Using Metallyte 12MM281 OPP film delivered a 46% yield improvement over metallized polyester" said Alison Tusso, director technical services/product support, Plastic Packaging Technologies. "And, we have gained big improvements in moisture barrier performance."

From a package performance perspective, the OPP film delivers a marked improvement in moisture barrier, which results in less potential for product clumping in the package. It also provides an effective barrier to oxygen and light. The result is a fractional coffee package with excellent barrier properties for great tasting coffee.

Meanwhile, from an operational standpoint, replacing metallized polyester with Metallyte 12MM281 OPP film requires no change in the converting process, making it simple to implement.



"In developing the fractional coffee package for United, we implemented vacuum chamber and leak testing, the results of which were outstanding," said Keith Johnson, executive vice president and chief product officer, Fresh Brew. "We are delighted with the overall performance of the package, and the energy and cost savings."

Contact your Jindal Films representative for more information

www.oppfilms.com

About Jindal Films

Jindal Films delivers a broad portfolio of products and solutions efficiently and responsibly, with a commitment to create outstanding customer and shareholder value. Jindal Films endorses the principles of sustainable development, including the need to balance economic growth, social development and environmental considerations.

Jindal Films is a global leader in the development and manufacture of specialty oriented polypropylene (OPP) films, including multilayer white opaque films, metallized films and acrylic- and PVdC-coated films, for flexible packaging and labeling applications. Additional information regarding the Films Business can be found at www.oppfilms.com.

About Plastics Packaging Technologies (PPT)

PPT offers superior quality, speed-to-market and a high level of technical expertise to assist you in developing the right packaging solution to meet customer needs.

PPT manufactures printed and laminated film packaging roll stock and a full line of converted products. These include re-sealable stand-up pouches, quad-seal and back-seam bags, side-gusset, flat-bottom box pouches, adhesive closure, tamper evident and leak resistant pre-made bags and pouches for a variety of markets and end-uses, including the food packaging, pet treat/food, specialty consumer, health care and pharmaceutical markets. PPT has achieved Safe Quality Food Certification in addition to a superior rating by the American Institute of Baking.

About FreshBrew Group

Fresh Brew provides high quality coffee from its roasting facilities. It's Journeys, Kova and Accolades coffee brands are sold to food service groups. Fresh Brew also specializes in private labeling for clients in coffee shops and other retail segments.

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