

Enhanced brand appearance through Metallyte™ OPP film

Jindal
Films

Application	Flavored Juice Powder from FLESON SA
Format	Four-side-sealed flat pouches
Market segment	Dry Beverages
Film type	Metallyte 28UBW-ES metallized, cavitated white OPP film
Brand owner challenge	Structure simplification with long shelf-life

Solution

- Metallyte™ 28UBW-ES film replaced aluminum foil and 50 µm PE sealant enhancing the package appearance and providing significant cost reduction.
- Metallyte 28UBW-ES film was chosen for its excellent oxygen and moisture barrier properties along with unique OPP “enhanced seal” capabilities, essential characteristics for packaging dehydrated juices with a shelf-life of 1 year.
- replaced 12 µm aluminum foil and 50 µm PE sealant:
 - previous structure: PET//Alu 12//PE
 - new structure: OPP//Metallyte 28UBW-ES film

Brand owner benefits

- improved pack appearance with all OPP solution
- easier converting process
- cost-effective two-ply laminate
- clean white appearance on product side

Film type description

Metallyte 28UBW-ES film is an ultra-high barrier, metalized, white opaque sealable polypropylene film.

Features:

- excellent light, oxygen and moisture barrier
- puncture and flex-crack resistance
- exceptional seal strength
- white opaque appearance on sealant side



Flavored Juice Powder from Fleson SA

Reduce
to improve 

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