

# Enhanced package performance through Metallyte™ OPP film

Metallyte™  
films

Application	"Douwe Egberts" soluble coffee from Sara Lee
Converter	Altacel Transparant Verpakkingsindustrie B.V.
Format	Stand-up pouch with zipper
Market segment	Dry beverages
Film type	Metallyte™ 15MM288 metallized OPP film
Brand owner challenge	Cost-effectiveness and packaging performance improvement

## Solution

- Metallyte™ 15MM288 film replaced a 7 µm aluminum foil, allowing for easier conversion and lamination.
  - previous structure: PET//Alu 7//PE
  - new structure: PET//15MM388 film//PE
- the new structure also enabled a more visually appealing product as well as better flexcrack resistance

## Brand owner benefits

- cost-effective
- improved appearance and flexcrack resistance

## Converter benefits

- easier converting and laminating process
- competitive lead-time compared to aluminum foil

## Film type description

Metallyte™ 15MM288 film is a high barrier nonsealable polypropylene (OPP) film with one-side metallized and one-side treated.

Features:

- excellent moisture and light barriers
- barrier to oxygen and other gasses
- enhanced puncture and flexcrack resistance of the package



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**Contact your Jindal Films representative for more information**

**[www.jindalfilms.com](http://www.jindalfilms.com)**

**[info@jindalfilms.com](mailto:info@jindalfilms.com)**

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