

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



"Douwe Egberts" soluble coffee
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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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