

Improved barrier and pack display with Metallyte™ OPP film

Metallyte™
films

Application	“Quadratini” cream filled wafers from A. Loacker AG
Format	Vertical form fill seal (VFFS) stand up packs
Market segment	Bakery – Cream Filled wafers
Film type	Metallyte™ 35MU842 metallized, cavitated white OPP film
Brand owner challenge	Long shelf life and great pack appearance

Solution

- Metallyte™ 35MU842 film was chosen for its outstanding barrier, allowing optimum protection of sensitive filled wafers, combined with an efficient packaging in stand-up bags on numerous VFFS formats and machines across many flavor assortments
- excellent moisture, oxygen and aroma barriers are required to protect untreated/additive free filled crispy wafers (no preservative, no coloring, no hydrogenated fats)
- two side processible white metallized film allows optimal 3-ply print conversion

Brand owner benefits

- outstanding product freshness with film protection delivering 18 month shelf-life to support global distribution from Loacker's two European plants
- great pack aspect with no-metal look using high quality print graphics and a clean inner white-look representing the quality and freshness of the wafers
- excellent stiffness for optimal shelf display of re-closable multi portion packs

Film type description

Metallyte™ 35MU842 is a ultra high barrier, white opaque, metallized polypropylene film.

Features:

- outstanding barrier to moisture, gas and aromas
- glossy white treated side
- two side processible



Quadratini wafers from A. Loacker AG

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Contact your Jindal Films representative for more information

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