

Enhanced product promotion through Bicolor™ OPP film

Bicolor™
films

Application	"Panto" dry pet food from HL Hamburger Leistungsfutter
Format	Stand-up vertical bag with side gussets (VFFS)
Market segment	Pet food / Pet treats
Film type	Bicolor MB866 clear coated OPP film
Brand owner challenge	Long shelf-life and excellent on the shelf display

Solution

- Bicolor MB866™ film provides excellent protection for this dry pet food producer, preventing oxidation of sensitive products using cereals and seeds by using modified atmospheric packaging (MAP), while retaining the aroma inside the bag for better taste and smell
- the coated film is used as an outer web in lamination to a PE film to provide a hermetic package in this demanding application with 18 months of shelf-life
- the PVOH barrier coating has high stable surface tension and is an ideal surface for high quality printing. The sealable acrylic coating provides high gloss, controlled slip and allows the bags to have improved stand-up display on the shelves with sealed gussets

Brand owner benefits

- high barrier packaging with long shelf-life (18 months) using a non-halogenated solution
- excellent on the shelf display with a high gloss stiff laminate and sealed side gussets

Film type description

Bicolor MB866 is a high barrier, high clarity coated oriented polypropylene (OPP) film with one-side PVOH coating and one-side acrylic sealable coating.

Features:

- excellent oxygen and gas barrier
- enhanced appearance with high-gloss acrylic



"Panto" dry pet food
from HL Hamburger Leistungsfutter

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Contact your Jindal Films representative for more information

www.oppfilms.com

info@jindalfilms.com

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