

Enhanced Shelf Display with high seal strength Bicor™ OPP film

Bicor™ MB344US film is a high seal strength clear polypropylene (OPP) film treated one side, well-suited for cast PP or PE film replacements.

FILM TYPE

Bicor™ MB344US

FORMAT

Vertical Form Fill Seal (VFFS) bag with side gussets

MARKET SEGMENT

Biscuits & Bakery – Baked Goods

APPLICATION

«Tam Tam» filled baked goods from St Michel Biscuits

BRAND OWNER CHALLENGE

Enhanced shelf display for consumer appeal



20MB400/MB344US

“Tam Tam” baked goods
from St Michel Biscuits

Solution

Bicor™ MB344US film was chosen for its high seal strength as well as high stiffness - compared to a cast PP or blown PE film - to provide St Michel with a great looking side-gusseted VFFS pack with easy opening/closing using a PSA tape

The combination of reverse print clear OPP (Bicor™ 20MB400) laminated to the high seal performance OPP (MB344US) provides a mono-material PP based solution with excellent aesthetics and haptics for this unique stand-up bag.



Features

- High seal strength OPP film for larger pack formats
- Excellent gloss and stiffness using two OPP films
- Good machinability with a balance of stiffness and slip performance

Benefits

- Outstanding stiffness with an OPP laminate for great shelf display
- Excellent visual aspect for high brand visibility
- All OPP laminate provides recycle-ready solution for the future

Contact your Jindal Films representative for more information

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