

⋮ Enhanced product promotion

OPPalyte™ 30MW747 is cavitated white opaque coated oriented polypropylene (OPP) film with one side sealable PVdC coating and other side with printable acrylic.

FILM TYPE

OPPalyte™ 30MW747 and 20MB666 coated OPP films

FORMAT

Overwrap (OW)

MARKET SEGMENT

Biscuits / Bakery

APPLICATION

«Petit-Beurre» biscuits from Papadopoulos

BRAND OWNER CHALLENGE

Product preservation and machine performance



“Petit-Beurre” biscuits
from Papadopoulos

Solution

Chose OPPalyte™ 30MW747 film for its excellent moisture, oxygen, aroma and light barrier allowing protection with good machine performance in a demanding packaging application.

Using an OW packaging format, this dry biscuit application is an excellent example of great on the shelf display. It uses a high gloss reverse printed Bicolor™ 20MB666 acrylic coated film laminated to a thin PVdC coated Oppalyte™ 30MW747 film, to seal well in the envelope-fold areas of the pack.

The outstanding performance of coated films in low pressure sealing conditions allows the brand-owner to display its flagship products in a form appealing to the consumer with a traditional box shape.

Features

- Thin white barrier film solution with excellent aroma protection and good moisture barrier.
- Excellent surface yield and opacity resulting from low density cavitated white film.
- Bicolor™ 20MB666 is a transparent 2-side acrylic coated OPP film that lap seals to other acrylic or PVdC coated film.

Benefits

- Good product protection and machine performance in OW format.
- Fat swell resistance with PVdC barrier sealant.
- Great shelf display with tight end seals and low surface area usage.

Contact your Jindal Films representative for more information

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