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# PACKAGING STRATEGIES NEWS

Unbiased global packaging intelligence and analysis

## Executive Forecast: The State of Flexible Packaging in 2019, Part 1

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*Editor's note:* This is a slightly shortened/rewritten version of an article that appeared in the Feb. 4, 2019, of Flexible Packaging magazine. This article will appear in two parts in Packaging Strategies News. For the original article, [click here](#).

From digital printing to the continuation of rigid-to-flexible to recyclability to the ongoing importance of product differentiation and combating the negative stereotypes of plastics—all of these topics and trends were covered in a recent annual “executive forecast” by the staff at *Flexible Packaging*.

The editors caught up with representatives from Nordmeccanica, TC Transcontinental, MACTac and Bumble Bee Seafoods to give a well-rounded, comprehensive view on the flexible packaging industry, from the respective perspectives of an equipment manufacturer, converter, supplier and CPG. Here's a look at what each of them had to say from their position in the industry:



TC Transcontinental's Hot N Handy Pouch.

### The Converter

You'll be hard-pressed to find a converter that's had a more eventful past few years than TC Transcontinental Packaging. Though the Canadian-based converter came in at No. 18 on our annual Top 25 Converters list last summer, the company is poised to make a big jump this year thanks to three 2018 acquisitions – Industries Flexipak, Multifilm Packaging and, perhaps most significantly, Coveris Americas. Prior to its spree of 2018 purchases, TC Transcontinental acquired Capri Packaging, Ultra Flex Packaging Corp., Robbie Manufacturing and Flexstar

Executive Forecast continues on page 8







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## Foodie's Corner

### Brightening Up Nature's Bakery

Nature's Bakery, best known for their range of on-the-go, soft-baked snack bars made from high-quality, simple but recognizable ingredients, has made a splash with their redesigned packaging.

While the same great taste and texture await inside, the bars have undergone a spirited upgrade, featuring bold colors, craft cues and appetizing imagery of the product within. Inspired by the brand's own vibrancy and wholesomeness, the design seeks to celebrate the product's high-quality ingredients and deliciousness, which shoppers will continue to find within.

"From the very beginning, our family-owned bakery has served to nourish families and help them thrive. We believe the choice of better-for-you snacks should be easy and appealing for kids and parents alike—we call this our wholesome win-win," said Dave Marson, Co-founder of Nature's Bakery. "Our consumers have loved our Fig Bars for many years, and now we have an opportunity to better introduce them to our full portfolio of snacks, always baked with high-quality ingredients and recipes that are both delicious and nutritious!"

Nature's Bakery began with the notion that no one should miss out on access to great-tasting, healthy and wholesome snacks that not only nourish, but help them thrive. That promise is upheld by father-and-son bakers, Dave and Sam Marson. Often recognized for their Whole Wheat Fig Bars, the family-owned bakery continues to bake its own bars and uphold the recipe and promise of clean, recognizable ingredients. The entire line is 100% Non-GMO Project Verified, plant-based, soy and dairy-free, and it includes certified-vegan and gluten-free varieties.

In addition to their revamped features, Nature's Bakery has announced the introduction of a whole new product line to make on-the-go breakfast. With a summer launch slated, the Oatmeal Crumble Bars are sure to be a crowd pleaser, being both nutritious and convenient. Made with whole grain oats, the open-top oat bars are made with real jam and dates, topped with a crunchy oat crumble.

With a whopping total of 3g of fiber and 14g of whole grains, Oatmeal Crumble bars certainly promise to begin the day in the right way for busy families.

It's a change coming at an important time of growth for the company, as its appeal reaches more consumers, competes with similar concepts and seeks to expand product lines to satisfy more consumer snacking occasions. The brand can be found throughout North America, from Whole Foods Market to Target, and now on a recently launched direct-to-consumer website. **PS**



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## Steeped in Recyclability

Esteemed tea producer Harney & Sons have outdone themselves with the introduction of a multilayer stand-up pouch for its loose-leaf and herbal-infusion collections.

As a company deeply committed to offering the best quality in their premium tea line, as well as investing in sustainability, searching out the right packaging was a priority.

"Our company is a member of '1% For the Planet,' an organization that assists us in donating 1% of our gross profits to non-profits," Emeric Harney, Marketing Director for Harney & Sons, explained. "Additionally, as a forward-thinking company and an innovator, we are trying to push the envelope where the packaging industry and the tea industry overlap. For many years, there wasn't a lot of available technology to change elements of our packaging. But now there is."

Being a first of its kind, the design came from none other than TC Transcontinental Packaging in collaboration with Dow Chemical and Charter NEX Films. These innovative pouches are a true blend of art, science and technology by not only being aesthetically pleasing, but by featuring an ethylene vinyl alcohol (EVOH) barrier and remaining 100% recyclable.

Rebecca Casey, VP of Marketing and Consumer Market Development at TC Transcontinental Packaging, remarked that, while other pouches have cropped up with claims of similar recyclability, the new Harney & Sons pouch stands out.

"The pouch is a multilayer barrier stand-up pouch; 100% recycle-ready for in-store drop off," she explained. "A multilayer, flexible barrier film was not currently commercialized for a food product. A multilayer, co-extruded film is essential to preserve the delicate flavor of tea by protecting the product's natural oils that give tea leaves a smooth flavor and finish."

Casey further pointed out that food product pouches often contain polyethylene (PE) to guard against moisture and EVOH to block gases. The combination made recycling the packages impossible. TC Transcontinental's design, however, promised to be a game-changer.

It wasn't without its challenges. Coming up with a design to meet the brand owner's expectations was one thing, but the packaging was another. Premium tea packaging requires a multilayer, co-extruded package to protect the product's natural oils that give tea leaves a smooth flavor and finish. EVOH plays an essential role in food packaging, delivering an outstanding barrier to gases, organic vapors and moisture—therefore preventing deterioration and extending shelflife. It's that same barrier film, however, that often hinders reuse and recyclability: It isn't easily broken

down. For a company seeking to contribute to positive environmental change, it's a bit of a catch.

That's where Dow and Charter NEX Films stepped in.

While Charter NEX provided its GreenArrow recyclable films, it's Dow's RETAIN™ resin technology which has made the pouches' recyclability possible, compatibilizing the barrier and allowing the multilayer film to be recycled. The two companies, along with TC Transcontinental Packaging, collaborated on everything: extruding, laminating and converting the materials—to create a 100% recyclable barrier pouch.

With the film converted into premade pouches at Transcontinental Flexstar, each pouch features a Presto Fresh-Lock zipper, made of PE to meet requirements for in-store drop-off recycling.

"By promoting and supporting innovation in flexible packaging, we encourage more businesses to develop better eco-responsible solutions," said Todd Addison, Vice President, Business Development at TC Transcontinental Packaging. "We salute Harney & Sons for driving this important sustainable initiative. Our collaboration was the perfect match as sustainability and innovation run deep in our organization, both in our operations and our partnerships. This shared core value and collaborative mindset fueled our sustainable design process and resulted in a product worthy of bearing the Harney & Sons name."

"We are thrilled to collaborate across the value chain with companies like TC Transcontinental Packaging and Charter NEX Films to bring to market one of the first, 100% recyclable, finished high barrier stand-up pouches for Harney & Sons," said Chris Gandy, North America Market Manager for Dow Packaging and Specialty Plastics Adhesives business. "Dow's comprehensive total pouch portfolio of resins, adhesives, and specialty products, combined with TC Transcontinental Packaging's sustainability mindset and pouching expertise allows Harney & Sons to provide its customers with a more sustainable product."

They've already garnered recognition for the new design. As part of the 2019 Flexible Packaging Achievement Awards Competition, TC Transcontinental Packaging won the gold award for Sustainability, the gold award for Packaging Excellence and the silver award for Technical Innovation for the Harney & Sons Master Tea Blenders pouch.

With the recyclable pouches in circulation since November in a pilot launch, Harney has vowed to see their customers educated on the pouches' ingenious recyclable structure and the upside to recycling during teatime. **PS**

## Canned Meat Brand Commits to BPA-Free Cans

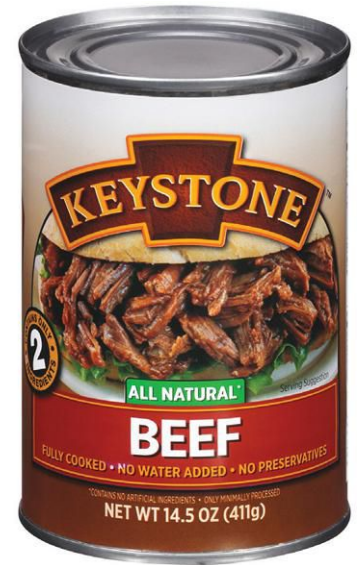
Keystone Meats, a fourth-generation family brand offering premium-quality, canned meat and meal solutions, announces its transformation and innovation related to a non-BPA packaging initiative. The non-BPA packaging will allow the company to continue to commit to its consumers' needs, while remaining true to Keystone's authentic quality, all-natural meat standard.

BPA, otherwise known as Bisphenol-A, is a chemical used to produce reusable plastics and some epoxy liners in food cans. While the FDA has deemed levels of BPA in canned foods safe for human consumption, Keystone Meats listened to consumer requests for non-BPA canned goods. Keystone's cans are also made with 100% recyclable aluminum and can be recycled infinitely with no loss of quality. Cans are the most recycled food and beverage containers in the world and have the highest scrap value.

"We've been working towards non-BPA cans for quite some time and are happy to continue using sustainable, 100% recyclable cans. We pride ourselves on making wholesome products that are good for the consumer and the environment," said Pete Dorley, President of Keystone Meats.

This initiative to eliminate BPA and promote 100% recyclable packaging serves Keystone Meats' mission to produce the best recipe-ready meat products possible.

Keystone produces all-natural chicken and beef. Keystone Meats invites the consumer to explore their products, ranging from canned meats to soup bases and broths, with a fresh perspective, and continues to reflect the brand's continued ties to tradition and quality products. **PS**



## Top Packaging Design Elements

One group has named what they consider to be the most important design elements of a successful package. DesignRush.com, a B2B marketplace connecting brands with agencies, says they have determined the three best package design elements that drive increased sales.

According to a 2018 study, conducted by the Paper and Packaging Board and IPSOS, upwards of 72% of consumers say product packaging influences their purchasing choices. These include which products they purchase; how often they complete purchases; to which brands they develop loyalty; and more.

The top three package design elements of 2019 are:

### 1. Packaging Materials

The materials used to package a product should be durable for any necessary containments or shipping, but still appeal to consumers. Leading package design agencies often conduct ergonomic studies to understand how consumers open products and interact with the packaging in order to compete in the market.

### 2. Creative Functionality

Package designs need to be beautiful and aesthetically

pleasing in order to capture consumers on the shelves or on social media. However, they also need to remain functional and toe that line. After all, it only takes 7 seconds for consumers to judge a product.

### 3. Branding

Brands receive up to 4 times more market visibility when they are presented consistently. Therefore, incorporating cohesive branding elements on your package designs are key to improving brand awareness and loyalty. Incorporate branded colors, logos, messaging, shapes and aesthetics across all package designs.

"Emerging brands often underestimate the power of packaging," says DesignRush Founder and Executive Director Gabriel Shaoolian. "However, even in the age of eCommerce, well-thought-out and properly branded package designs can drastically improve brand awareness and capture valuable consumers."

DesignRush's Agency Listing section also features the top local and global packaging design companies.

To see the original article's source, go to [designrush.com](https://designrush.com) **PS**

## Peachtree Packaging: MVP (Most Valuable Provider)

Peachtree Packaging & Display has been named Gwinnett County's "Most Valuable Provider" for 2019 by Partnership Gwinnett's "[Movers & Makers Manufacturing & Supply Chain Awards](#)." Peachtree was chosen for its superior approach to customer service; its commitment to quality product and service delivery; and its responsiveness to customer needs.

Held annually, the Movers & Makers Awards recognizes outstanding small, medium and large manufacturers in Gwinnett, as well as innovators in supply chain management. The event is organized by Partnership Gwinnett in collaboration with Gwinnett Technical College.

Chad Wagner, President and CEO of [Peachtree Packaging](#), accepted the award at a breakfast at Infinite Energy Forum on March 28. More than 300 community leaders and industry experts were present, as well as Spanx COO Marla Brindsi, who gave the keynote, and the Peachtree Packaging leadership team.

"We are thrilled and honored to receive this award and be recognized as the Most Valuable Provider," said Chad Wagner, President and CEO of Peachtree Packaging. "Prioritizing the needs of our customers has always been the Peachtree strategy. We pride ourselves on being brand-caretakers, problem solvers, and business partners

who deliver high-quality packaging and display solutions."

Wagner also praised the dedication and quality of Peachtree's workforce. "We could never do this without the incredible team we have at Peachtree," he said. "Their dedication, creativity and customer-centered approach make all this possible. Many of our employees have been with the company for 15 years or more, and we are very proud of that. We truly believe that our people are what make the difference in our success."

[Partnership Gwinnett](#) named six winners from three other categories. "Manufacturer of the Year" went to The Sherwin Williams Company in the small manufacturer category; TOMCO2 Systems Company in the medium manufacturer category; and Heatcraft Refrigeration Products in the large manufacturer category. Stradis Healthcare was named Gwinnett's Supply Chain "Pioneer of the Year" and Mitsubishi Electric Trane HVAC US received the "Corporate Citizen Award."

"Our manufacturing and supply chain businesses are pillars in the community," said Gwinnett County Board of Commissioners Chairman, Charlotte Nash. "They don't just provide jobs; they help build communities. We're grateful to them and celebrate their success." **PS**





## Record-Setting Amount of E-Waste Recycled

Company has Recycled More than 1,229 Tons of E-Waste Since 2008

“With Toshiba’s ecoSmart Toner Recycling program, the company’s spent imaging products are transformed into reusable material via a zero-thermal recovery process. These components are often incorporated within future products, thereby contributing to the circular economy.”

Continuing its commitment to maintain a more sustainable planet, Toshiba America Business Solutions recycled more than 229 metric tons of e-waste—stemming from used toner products—in 2018. The total marks the highest amount of e-waste the company has recycled in a calendar year.

Since partnering with internationally-recognized recycler Close the Loop in 2008, Toshiba has prevented more than 1,229 metric tons – the equivalent weight of 10,712 average-sized professional football players<sub>1</sub> – of e-waste from hitting landfills.

Through Toshiba’s ecoSmart Toner Recycling program, the company’s spent imaging products are transformed into reusable material via a zero-thermal recovery process. These components are often incorporated within future products thereby contributing to the circular economy.

Powder recovered from recycled toner cartridges is a primary element in an asphalt product to resurface roads. Plastic from spent toner consumables is also used to create pens and rulers.

“Fostering and maintaining a sustainable environment in the communities where we live and work is a signature mandate of Toshiba as well as a primary directive for many of our partner and client organizations,” stated Toshiba America Business Solutions President and Chief Executive Officer Scott Maccabe. “While our leadership and workforce are pleased with the success of our recycling program, we strive to continue our commitment and improvement to this vitally important initiative.”

Toshiba’s toner recycling program is a primary reason the company’s award-winning e-STUDIO™ multifunction printers are listed on the EPEAT (Electronic Products Environmental Assessment Tool) registry, the definitive global rating system for greener electronics. **PS**

1. *ESPN.com, "NFL Census: Finding the league's biggest outliers," June 8, 2018*







## Executive Forecast continued from page 1

Packaging. *Flexible Packaging* recently caught up with Rebecca Casey, TC Transcontinental's VP of marketing and consumer market development, for insight from a converter's perspective on flexible packaging in 2019:

### On 2019 from a converter's perspective:

**Casey:** For TC Transcontinental Packaging, 2019 will be another year marked by growth. Market and product development will be at the heart of our activities and is part of our strategy for the year to come. We will continue working with our current clients and other potential clients to develop and commercialize products that meet their expectations as well as the consumers' needs. First, we plan to focus on developing sustainable products that are 100 percent recyclable or compostable, and we will look at convenience and ready-to-eat products for on-the-go snacking, portion control and cooking methods. On the technology side, we plan to work on shelf impact and personalization, thanks to EG printing, coatings and prepress, as well as converting products from other formats such as plastic tubs, paper and glass.

### On challenges and opportunities in the near-term:

**Casey:** Without any doubt, the biggest challenge awaiting the flexible packaging industry for 2019 is sustainability. For us, that means creating a circular economy where all the players from sourcing, manufacturing and end-of-life management are involved and accountable to create the perfect sustainable packaging. We believe that we need to work as a team with the CPGs to reach this objective together. Another challenge that arises from sustainability is education. Educate consumers and CPGs on the value of plastic for food packaging. We need to explain the benefits of food packaging and debunk the myths around the topic. As for opportunities, research and development will be at the top of our priorities to develop intuitive packaging for the consumer.

### On company goals for 2019:

**Casey:** TC Transcontinental has always diligently integrated best practices in sustainable development as

part of its business activities and processes. We've always been committed to maintaining our leadership in corporate social responsibility (CSR). In 2019, we will release our next CSR plan, which will present detailed objectives reflecting our commitment for sustainability in packaging, and our concern for the health and wellbeing of the communities we serve.

Another important goal for TC Transcontinental and the packaging sector will be to attract, develop and retain top talent. Building careers one hire at a time, we will reach out to universities and colleges and build strong relationships with them to grow our pool of talent. We will also make sure to leverage the expertise and know-how we have gained from our acquisitions to become a top leader in flexible packaging in North America. At TC Transcontinental, employees are the backbone of the organization.

### On the integration of Coveris Americas:

**Casey:** Our fiscal 2018 was marked by three strategic acquisitions, allowing TC Transcontinental Packaging to expand its manufacturing capabilities and enhance its product and service offering. On May 1, 2018, we completed the transformational acquisition of Coveris Americas, which has considerably expanded our presence with the addition of 21 production sites. It allowed us to expand our product offering thanks to best-in-class manufacturing capabilities and greater film manufacturing capabilities. Furthermore, in the wake of this acquisition, we are well positioned today across a broad range of growing end markets within the flexible packaging industry, namely dairy, pet food, agriculture and consumer products. Today, we are happy to say that the integration is going well. We continue joining our respective expertise and strengths, and we are working together to create value for the 3,500 loyal customers of Coveris Americas that we welcomed, many of which are leaders in their markets.

### The Supplier

To get the perspective of a supplier, we reached out to Kim Hensley, Mactac's marketing manager. As a label supplier, Mactac had a significant 2018, and arguably the highlight of its offerings was the release of its CHILL AT adhesive designed for cold temperature label applications.



**Mactac's CHILL AT adhesive is designed for cold temperature label applications.**

Hensley says the label industry is as strong as it has ever been and believes product differentiation will continue to drive labeling innovation in 2019 and beyond.

"We need to give customers a competitive advantage to avoid competing solely on price as costs rise," she says.

Here's a look at what else Hensley had to say:

### On what's trending in labeling:

**Hensley:** Brands continue to seek and stand out with special effects that give perception of quality, employing a variety of effects, such as varnishes, textures and specialty inks in addition to vibrant, colorful labeling solutions. Also popular are clear films that give a "no label look," as the label looks like it was printed directly onto the container.

Customers are also demanding more convenient packaging for their food and beverages, household, cosmetics and other products. And while it is important to get the aesthetics right, the functional performance of the packaging can be improved through the right special effect solutions. For bulk packaging, the reseal feature is a major selling point to keep contents fresh. Brand owners benefit through long-term brand awareness when packaging is continuously reused as a result of the reclose/reseal function of their packaging.

### On the importance of product differentiation and the role labeling plays:

**Hensley:** Differentiating product offerings to stand out from the competition is more important than ever. Brand owners are trying to capture a certain look. With only seconds to persuade potential customers, the labels on containers are just as important as the product inside. With a goal to stand out as much as possible, we need to help brand owners with product differentiation such as unique adhesives, specialty facestocks (i.e., metallic, clear no label look) to make products stand out and to give the perception of quality.

### On challenges in 2019:

**Hensley:** Labor costs and material costs are continuing to increase and companies plan to put their business out to bid in 2019. As costs continue to rise, we need to give customers a competitive advantage to avoid competing solely on price.

Additionally, the need for small job opportunities has led to the growth in digital printing technology to enhance opportunities and generate additional revenue. With these small job opportunities, converters want to be able to order what they want when they need it, without stocking a large amount of inventory. **PS**

*Editor's note: Stay tuned for part two of this Flexible Forecast report, which will appear in the May 31st issue of Packaging Strategies News.*



**STREET TALK:** INTELLIGENCE FOR THE INFORMED PACKAGING EXECUTIVE

## Duplex SL One Shot™

The innovative solvent-less laminator developed in cooperation with Dow Adhesive for quick curing two-ply lamination. Machine used in combination with Dow Symbiex™ will allow for unprecedented achievements to include production costs reduction; no need of a curing room; higher production speeds; quick curing (90 minutes to slit); no need of a meter mixer dispenser. Technology is based on coating separately the two components of a solvent-less adhesive, each on one of the two webs to be laminated. At the lamination nip the two components will come into contact, reaction will be triggered and will quickly cure the adhesive. **PS**



## Strategic Sustainability

Berry Global Group, Inc. announced its sustainability strategy through a company initiative named Impact 2025. As part of the initiative, Berry will focus on increasing the positive impact it has through their products, performance and partners with a long-term plan for the year of 2025.

The company aims to support its broader sustainability efforts by highlighting the following areas:

### Products

- Minimize product impacts

### Optimize Design

- Lightweight products
- Design 100 percent of packaging to be reusable, recyclable, or compostable

### Sustainable Sourcing

- Increase recycled content
- Encourage the development of renewable materials

### Performance

- Minimize operational impacts (normalized for production)

### Climate Change

- Reduce greenhouse gas emissions 25 percent by 2025 versus the company's 2016 baseline

### Continuous Improvement

- Reduce landfill waste 5 percent per year
- Reduce energy and water consumption 1 percent per year

### Operation Clean Sweep® (OCS)

- Prevent resin loss through OCS
- Implement OCS at acquisition sites within the first year

### Partners

- Maximize positive impacts by engaging partners on key issues

### End Plastic Waste

- Expand and modernize waste infrastructure to increase recovery and prevent loss of plastic into the environment
- Engage the plastics industry on OCS Limit Global Warming
- Increase renewable energy
- Expand the use of plastic in place of alternative materials
- Promote science-based targets

Berry Global Group, Inc., headquartered in Evansville, Ind. is a leading global supplier of a broad range of innovative non-woven, flexible, and rigid products. For additional information, visit [www.berryglobal.com](http://www.berryglobal.com). **PS**

## Multi-Chamber Pouch Production

Sun Centre USA's latest pouch machinery is successfully producing multi-chamber pouches based on Arranti's patented pouch designs.

Arranti's new pouch designs allow for the creation of standup flexible gusset pouches with up to three separate chambers, ideal for selling combinations of two or more

products that are typically used together or mixed, including dry powders, granular products, flowable solids, liquids, paste and more.

Sun Centre pouch-making machinery can also produce Arranti's perforated pouches that allow chambered pouches to be fully separated. This enables companies to

create new products, brand extensions, and combinations. A single SKU can be separated into two consumer-friendly standup pouches. These multi-chamber pouches can be fitted with reclosable zippers, spouts, sliders, hook-and-loop closures and spray triggers, among others. They can also be fitted with carrying or hanging add-ons ranging from top panels with finger or hang-holes to straps and/or handles at various positions for increased consumer convenience.

Multi-chamber flexible pouches stand on their own once filled with product, and are recyclable when empty. Standup pouches require less shelf space than traditional boxes, bottles or cans—saving both inventory and freight space. Sun Centre USA,

[www.suncentre.us](http://www.suncentre.us) PS



## Throwback Gum Pack

Anyone who grew up in the 60-80s, will be familiar with the newly released Bazooka bubble gum Throwback pack. With the return of the throwback look comes the return of the original Bazooka Joe comics, which haven't been seen in decades.

Each pack (containing six pieces of bubble gum) is inspired by the brand's original design and comic strips. Along with the nostalgic red and blue graphics, each piece of gum is wrapped in classic Bazooka Joe comics from the Bazooka Joe vault. Oh, and it's original flavor—naturally.

If you're not a fan of bubble gum, well, there is the wrapper. Each wrapper features an original "Bazooka fortune" and a digital code to unlock online content, which they definitely didn't have in 1980.

Matt Nathanson, Bazooka brand manager, said in a press release, "We are excited to offer our consumers a trip down memory lane with Bazooka Throwback. This new product is a great tribute to the bubble gum brand that has been cherished for generations by kids of all ages."

The throwback gum is available for purchase at various stores nationwide. Source: [PureWow](http://PureWow) PS



## Smart Medicine Pack Solution Demo

Schreiner MediPharm, a global provider of specialty pharmaceutical labeling solutions, combines its expertise in innovative specialty labels and integrated solutions with folding box manufacturer Edelman. The result is a smart medicine packaging solution with diverse digital features, including the BitSecure copy detection technology for fast, reliable product authentication. A closure seal with an integrated NFC chip and a void effect for tamper evidence also have been incorporated.

The new solution exemplifies the prevailing notion that "pharmaceutical packaging of the future" means more than merely marking and protecting medicines. A demo version of a smart packaging solution jointly created by the two companies shows pharmaceutical manufacturers the possibilities for authentication and tamper evidence of their products, and for supply chain security and compliance with the EU Falsified Medicines Directives (in effect since February 2019).

The BitSecure copy-detection technology is a printed, digital security feature based on a high-resolution, random pattern whose intricate details are not discernible by the naked eye. In an attempt to copy the small random pattern, whose size is just a few millimeters, the printed image suffers a loss in precision and optical details. The pattern can be authenticated quickly and flexibly on-site, using a smartphone or handheld reader and analyzed via related software. Due to its small size, the cost-efficient authentication technology can be easily integrated into existing packaging or label designs.

The closure seal with a void effect and an integrated NFC chip combines analog and digital technologies, offering double tamper evidence: Before the seal's initial opening, the user reads the NFC chip using a smartphone and related app to receive confirmation of the product's authenticity.

If the seal is peeled off, an irreversible void effect will appear. If the user opens the packaging without previously



peeling off the seal, the seal will break along the perforation. If the NFC chip is read again, a warning on the smartphone will indicate that the packaging has been previously opened. This makes any tampering attempt

clearly visible. Additionally, interactive applications for patient information and assistance may be integrated into the NFC chip. **PS**

## Pet Food's Flexible Packaging Options

ProAmpac joins Petfood Forum 2019 with a comprehensive portfolio of products, including recyclable and sustainable packaging opportunities. ProAmpac will be at Booth 534 in the Kansas City Convention Center, during this year's Petfood Forum.

"With our pets valued as members of the family and consumers moving toward premium-priced pet foods and pet-care products, we've developed an outstanding packaging portfolio that reflects these trends," says Adam Grose, Chief Commercial Officer.

Two areas of innovation debuting at the show include: New Signature Surfaces tactile enhancements that include Paper Touch ideal for natural products, Soft Touch, a velvety surface for premium goods, and Registered Matte with a matte surface that easily combines with a clear window and glossy eye-popping graphics on the same package. Four new product groups that are part of the company's ProActive Sustainability initiative are: recyclable, compostable, renewable and post-consumer recycled (PCR) plastics.

Several recyclable packages are available among the complete portfolio of ProAmpac's branded pet-industry packaging offerings:

- PRO EVO™ multiwall bags, comprising the PRO-EVO Classic, a fiber-based package; and the PRO-EVO Premium a paper/poly hybrid package – both for 13-60-pound product capacity, and the PRO-EVO Mini for 5-13- pound packages.
- PRO DURA, ProAmpac's brand of woven polypropylene bags that combine puncture-resistance for durability and reliability with high-quality graphics for eye appeal. PRO DURA packaging is available in three categories:
  - o The PRO DURA Classic, the flagship package with award-winning HD Flexo graphics;
  - o PRO DURA Premium, combining the Classic's affordability and durability with a smooth exterior finish - similar to laminate bags; and

- o PRO DURA Mini, with 3-10-pound capacity, it is the first small woven pet food bag in the market – delivering visual consistency when displayed in store with Classic and Premium 11-50-pound packages.
- QUADFLEX Premium quad-seal laminate pouches and bags in a variety of sizes for 2-40 pounds of product with flat and fold-over bottom styles available, and easy-open and reclose options. This series includes the ProActive Recyclable QUAD FLEX® the industry's first recyclable PE quad-seal style pouch.
- PRO-POUCH, ProAmpac's brand for this series of pet-industry packaging: PRO-POUCH® Pouches in a wide variety of formats or custom shapes, sizes, closures, fitments, and finishes;
  - o PRO-POUCH ProActive Recyclable Pouch, made from coextruded HDPE, available in clear or white opaque finishes with a three-sided seal or as a stand-up with bottom gusset;
  - o PRO-POUCH Retort Pouches for wet and semi-moist food in a variety of formats or in custom shapes, sizes, closures, fitments, and finishes;
  - o PRO-POUCH Stand-Up Pouches, customizable by shape and exterior finish; and
  - o PRO-POUCH® Rollstock film, specially engineered to run on high-speed machines for maximum productivity.

"We see ourselves as companions in packaging," said Grose. "We are supplementing our portfolio of flexible packaging products with our commitment to Collaborative Innovation in which ProAmpac developers work alongside our customers' teams to accelerate new departures in packaging."

For more information about ProAmpac pet-food industry packaging and collaborating with us in packaging innovation, please contact [Marketing@ProAmpac.com](mailto:Marketing@ProAmpac.com) or visit our website, [www.proampac.com](http://www.proampac.com) **PS**