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tempo pack

Setting the pace in flexible packaging from ExxonMobil Chemical Films Europe



In this special edition *Tempo Pack*, we are delighted to present the winners of the 2003 OPPack Awards, as well as all the nominees in the flexible packaging and labelling categories.



These "OPPack of the Month" winners - 17 for flexible packaging and six for labelling - were selected throughout the year by ExxonMobil's evaluation jury using a set of criteria that recognises innovation, business value and a clear increase in packaging efficiency. At the end of 2003, our external jury of independent experts, representing different areas within the packaging industry, judged the nominees. The jury selected three winners from the flexible packaging category and one winner for labelling.

Each of the winners and the nominees will be invited to a special OPPack Award ceremony in Dusseldorf in May 2004.

Jury Members

Kim Norland
Managing Director MDD
Design Success, Denmark



Denis Eugène
Division R&D Manager
SICPA, France



Claudio Colombo
Editor, Rassegna dell'imballaggio
Italy



Nico de Kruijf
Head, Packaging Research
Department, TNO, Netherlands



Gilbert Bureau
Head, ESIEC Packaging School
France



2003 Winners



Gold Award



Gold Award - Labelling



Silver Award



Bronze Award

The Loacker equation: the drier the air the better the wafer

Leading Italian pastrymaker Loacker is based at an altitude of 1000 metres at Auna di Sotto, Bolzano, in the Italian Dolomites. There it produces a large range of biscuit, pastry and confectionery products, many of which are wrapped in ExxonMobil film. The following article is extracted from Italian retailing magazine GDO Week, November 10, 2003.

As a pastry maker, Armin Loacker has much to be proud of. His company's most recent award is the prestigious European Candy Kettle Award, a sort of continental Oscar for pastrymakers which, in its 30 year history has only been awarded to two other Italian companies: Ferrero and Novi.

This prize is judged by an international jury of experts, taking into consideration product innovation, marketing performance and turnover. This last point demonstrates the incredible development of the Bolzano-based company. Sales volume has doubled from 1995 to 2002, making Loacker the national market leader.

The success has been achieved mainly through development of export markets and trading products such as Ritter Sport, Ragolds, Wrigley's Orbit, Reber, Pema, Lorenz and Stork.

"Our last balance sheet shows sales of €97,5 million, with €25 million related to trading and over €20 million coming from export," says Armin Loacker. "This year, regardless of unfavourable events, we plan to achieve almost €110 million."

In your list of countries to which you export, there are some hot ones - and not only as far as the climate is concerned. One of your main markets is Israel. How do you cope with selling in countries with such unfavourable climates?

It's possible because of three factors: **the precision of our packaging, which keeps our products fresher for longer,** the selection of our points of sale and consideration of local habits.

You claim a very long shelf life for your products, in some cases over 18 months. How do you manage this?

Our premise is that after 18 months our products should be as good as the day they left the factory. **One of the secrets is in our packaging where our rule is: "no packaging where the wind blows through"**. Our products do not contain any artificial colourings nor preserving agents, hydrogenated fats, nor genetically modified ingredients.

Do you produce chocolate yourselves?

No, it's made by third party producers to our recipes

What does the retail sector (GDO) mean for you?

It accounts for around 30% of our turnover. We deliver to three logistical centres in Milan, Verona and Caserta.

How about your relationship with the retail chains?

Excellent, we make frequent promotional activities, focusing mainly on product tasting.

What is your share in the Italian market?

Latest data puts us at 56.6% in terms of value.

| Mountain air for making wafers | |
|--|--|
| Plus for the retailer: | Plus for the consumer: |
| <ul style="list-style-type: none"> Strong advertising and promotional support with in-store tasting initiatives Excellent packaging that guarantees a long shelf-life (12-24 months depending on the product) in good atmospheric conditions Precise logistics | <ul style="list-style-type: none"> Innovative products Wide range of available formats, from single portions to family packs Packaging that guarantees the product freshness, taste and aroma |

In hot countries, it is normal to eat chocolate slightly melted, which would be unacceptable here.

How would you describe your products?

Starting from our wafers, which is our core business and historical speciality, we now offer a wide variety that ranges from the pleasurable (*pralines, pastries and wafers*) to the nutritional, such as our Buon Giorno breakfast biscuits. Product prices vary from medium to premium, such as for our pralines.

Loacker has linked its fame to wafer and chocolate. Have you ever thought of diversifying, for example, into salty snacks?

This is a project that we have already been working on. We have experimented with a parmesan cheese based wafer and the result was excellent.

However, the critical issue is mainly the shelf life, for which we would need to get equipped with special vacuum machinery. We might come back to this idea one day.

OPPalyte MU842

Loacker uses ExxonMobil's ultra-high-barrier **OPPalyte MU842** film. This metallised film is designed for use in laminations or as a single web, using cold seal. It combines remarkable barrier properties with good graphics and excellent machinability. Currently available in 35µ, new gauges will be launched soon.

New films from ExxonMobil

▶▶ Single web films set to reduce costs

Conscious of the market need to reduce packaging weight and complexity, as well as to improve performance and reduce overall cost, ExxonMobil is offering a new range of single web films to replace laminates.

The thicker-gauge films have been specially designed with complete packaging needs in mind. They combine the machinability, printability, protection and high quality appearance required by today's demanding packaging processes.

The versatile range includes solutions for many application areas, including confectionery, biscuits, bakery, pasta, cereal bars, chips & snacks, paper ream and other non-food applications.

| Film | Appearance | Optimised performance | Alternative to |
|--------|-------------|-----------------------|----------------------------------|
| 40SWBM | Transparent | VFFS/OW | coex/coex |
| 52SWBR | Transparent | VFFS/OW | coex/coex |
| 40SWBH | Transparent | High Speed HFFS | coex/VBSR coex |
| 42SWBB | Transparent | HFFS/VFFS/OW | coex/coex or coex/met. coex |
| 42SWHM | White | VFFS/OW | coex/white coex or coex/coex |
| 52SWHM | White | VFFS/OW | coex/white coex or coex/coex |
| 42SWHH | White | High Speed HFFS | coex/white BSR coex or coex/coex |
| 52SWHH | White | High Speed HFFS | coex/white BSR coex or coex/coex |
| 42SWHV | White | High Speed HFFS | coex/met. BSR coex |
| 45SWWM | White | OW | coex/white coex or coex/coex |
| 50SWWB | White | HFFS/OW | coex/met. coex |

▶▶ ExxonMobil launches *Bicor ML400*

ExxonMobil is helping to solve conversion problems with standard co-ex with the introduction of 20µ *Bicor ML400*, a transparent coextruded film for use in laminates for all types of packaging.

The new film reduces common conversion problems such as scumming and staining in gravure printing, lack of surface adhesion and poor overall print quality.

Better printability

When used in laminates, *Bicor ML400* performs on packaging machines like standard *Bicor MB400* in terms of sealability and slip,

yet the new film's printability is improved, making it very attractive for converters. The film offers improvements in green ink adhesion, mainly with NC/PU ink formulations, as well as better surface wettability and overall printability. With rotogravure printing, the printing surface contributes to the reduction of scumming and the elimination of staining.

In contrast to *Bicor MB400*, the COF and sealability of *ML400*'s treated side are not specified. However, since the film is destined for use in lamination, it can be used in exactly the same way, as the sealability and slip properties of its untreated side are identical (target COF: 0.3).

▶▶ *OPPalyte VBSR* white opaque film

ExxonMobil's new 25µ *OPPalyte XD347* super-white cavitated film combines a very broad sealing range (*VBSR*) with high density and stiffness and is an excellent alternative to solid white film.

The film offers a better yield compared to solid white films on the market, providing cost benefits for the end user. In addition, the film provides major ecotax savings and its machine performance is enhanced - especially in terms of sealability.

OPPalyte XD347 is designed for use on all packaging machines where stiffness and ease of machinability are essential. It can be used as a single web on horizontal or overwrap machines or in a laminate on vertical machines.

A very broad sealing range on its untreated side copes with fluctuations in machine speed and temperature - leading to less waste and faster packing speeds. The film is the first in a new family of super-white, high density *VBSR* films.

▶▶ New gauges for *Metallyte VBSR* range

Riding on the highly successful launch of its 18µ *Metallyte MM348 VBSR* metallised film, ExxonMobil is introducing three more gauges in response to customer demand. The film, *XM348*, is now available in 15, 25 and 30µ.

Designed especially for HFFS machines, *Metallyte MM/XM348* runs exceptionally well at high speeds, thanks to its broad seal range that overcomes fluctuations in machine speed and temperature.

The film provides an economic packaging solution while still meeting quality standards and offers a good combination of product protection and film machinability.

The film's water vapour and oxygen permeability are 0.5 g/m²/24h (ASTM F1249: 38°C, 90%RH) and 60cm³/m²/24h (ASTM D3985: 23°C, 75% RH) respectively. This makes it a suitable all-round packaging material, even for the most demanding chips & snacks or confectionery applications.



Gold Award - Packaging



Presented by: Joseph Dacqui.

Touch' Salade salad seasoning

Country: France
Segment: Condiments

Pack structure: 19µ Bicolor MB440/ barrier PE coextrusion

This barrier laminate OPP/Coex PE replaces a heavier structure of white coex laminated to metallised polyester and 50µ PE in an innovative three-sided pouch.

Reasons for choosing ExxonMobil film:

- ▶ Bicolor film offers excellent lap sealing to PE for an efficient and reliable pack.
- ▶ The innovative pack shape and colourful flexo-printed design provide an eye-catching presentation at point of purchase where the product is displayed on a specially designed shelf next to the fresh salad counter.

Converter: Deltasacs, Pont Eveque, France. Deltasacs is part of the Pige group, a specialist flexible packaging converter offering pre-press, flexo printing, lamination, demetallisation, bag and sachet making from its five production sites. With state-of-the-art technology, the group enjoys a leading worldwide position in its sector.

End user: Ducros, Monteux, France. Ducros was founded in southern France in 1963 to trade in bulk herbs, peppers and spices for the food and pharmaceutical industries. The company became part

of the McCormick group, the world leader in spices and seasoning products, in September 2000. McCormick has leading market shares in the US, Canada, the UK, Switzerland and Ireland and, as Ducros, in France, Belgium, Portugal and Spain.

Silver Award - Packaging

Menu Vital pet food

Country: Germany
Segment: Pet Food

Pack structure: 25µ Bicolor MB866/ PE

VFFS bag of transparent 25µ Acrylic/PVOH coated Bicolor MB866 laminated to polyethylene replaces a traditional cardboard box container for sensitive pet food.

Reasons for choosing ExxonMobil film:

- ▶ ExxonMobil's coating technology offers optimal aroma protection for pet food, often transported or stored apart from other food products, for example near strong smelling detergents.
- ▶ PVOH coating provides an excellent gas barrier for gas flushing which, together with excellent sealing properties (PE) provides increased product protection and shelf life.
- ▶ Highly sophisticated gravure printing, combined with a easy opening and zip reclosability, offers excellent product presentation and consumer appeal.

Converter: Schur Flexible, Flensburg, Germany. Schur Flexible is one of Europe's most important full-line suppliers of flexible packaging, with production sites in Denmark, Germany, the Netherlands, Poland and the United Kingdom, and a staff of more than 600. The company has several decades' experience in providing tailor-made flexible packaging solutions for European industry.

End user: Vitakraft-Werke, Bremen, Germany. The family owned business is one of the biggest international producers of pet food and animal supplies. Vitakraft is market leader in several market segments and sets high quality standards for national and international pet care.



Presented by: Friedrich Bauer.

Bronze Award - Packaging

Kägi-fretli wafers

Country: Switzerland
Segment: Biscuits

Pack structure: 35µ OPPalyte MU842/ 20µ coex
HFFS pack for wafers using an ultra-high-barrier metallised OPPalyte MU842 / coex laminate to replace a paper and aluminium foil overwrap.

Reasons for choosing ExxonMobil film:

- ▶ Environmentally appealing - replacing aluminium by 100% polyolefin structure.
- ▶ Enhanced protection for a sensitive product from OPPalyte's excellent moisture, light and off-odour barriers, sealing in freshness and taste.
- ▶ Increased line speed for better productivity.
- ▶ The pack's warm colourful design and easy opening tear-tape add consumer appeal.

Converter: Amcor Schüpbach, Burgdorf, Switzerland. Amcor is a leading global packaging company with operations throughout Australasia, Asia, Europe and the Americas. The company offers a broad range of plastic, fibre, metal and glass packaging products, PET containers, plastic and metal closures, as well as packaging related services.

End user: Kägi Söhne, Lichtensteig, Switzerland.



Presented by: René Nüesch / Michael Schegk

Gold Award - Labelling

Ice Valley mineral water



Country: United Kingdom
Segment: Mineral Water

Label film: 50µ Label-Lyte Lithor LTG702

Transparent Label-Lyte Lithor cut & stack film replaces a self-adhesive label for Ice Valley's 500ml bottle of mineral water.

Reasons for choosing ExxonMobil film:

- ▶ The gravure-printed cut & stack label, allows a greater depth of colour and a more striking "no-label look" design for stronger product appeal at point of purchase.
- ▶ The label is applied using a hot-melt adhesive at vastly improved machine speeds, providing cost savings for the end user.
- ▶ Lithor's anti-static properties allow easy label dispensing, even at speeds of up to 7000 bottles per hour.

Converter: Printpack Europe, S&C Labels Ltd. Printpack Europe, part of the American Printpack Group, is a supplier of flexible packaging to the European food and drink industry. The group is one of the largest flexible packaging converters in the United States. S&C Labels was the first offset litho printer of wet glue labels in the UK. Its expertise lies in working in close co-operation with its customers to launch, revitalise and maintain the shelf-impact of leading blue-chip brands.

End user: Shepley Spring, UK. The Pennines-based company is one of the UK's leading bottlers and distributors of branded mineral waters such as Ice Valley, one of the fastest growing mineral waters in the UK. The company's market-oriented, innovative approach has given it an impressive growth record over the last five years.

Presented by: John Russell.

PACKAGING NOMINATIONS



Azafran Artesano powdered saffron

Country: Spain Segment: Dried food

Pack structure: 12µ Pet/ 18µ Metallyte XM883/ PE

Four-side-sealed VFFS sachet using a laminate with ultra-high-barrier Metallyte XM883 film replacing paper-aluminium foil.

Reasons for choosing ExxonMobil film:

- ▶ Reduced costs through better machine performance, reduction in pack weight and a more environmentally friendly structure.
▶ Metallyte film provides enhanced protection for the moisture sensitive, high aroma product thanks to better flexing performance - less risk of cracks or breaks in the packaging.
▶ Improved product presentation with higher gloss pack and better printing.

Converter: Plastienvase, Cordoba, Spain. Plastienvase is a family-owned company, dedicated to production, printing (flexographic and rotogravure) and lamination of plastic packaging for food products such as fresh vegetables, frozen food, snacks and confectionery.

End user: Triselecta, Spain.

Presented by: Javier Navarro.

Beba baby milk powder

Country: Germany Segment: Dry Foods

Pack structure: 18µ Metallyte XM882/ 70µ PE sealant

Unprinted extrusion laminated bag-in-box application packed under modified atmosphere. The Metallyte film is untreated on its PE-compatible surface (non-metallised side).

Reasons for choosing ExxonMobil film:

- ▶ Structure fits well with trend for downgauging and use of mono materials.
▶ Allows lap and gusset sealing for stand-up formats with reduced surface area compared to structures such as PET/alufoil/PE.
▶ Well-controlled outer slip (COF) provides VFFS performance.
▶ Extensive testing proved that the material provided the best solution for long-term conservation of this highly sensitive product.

Converter: Pechiney Scheuch, Germany; Amcor Schüpbach, Switzerland; Nordenia Hungary. Pechiney is a major producer of flexible packaging, with plastic, aluminium and laminate product lines for fresh foods, personal care and beauty products, and medications. Amcor is a leading global packaging company with operations throughout Australasia, Asia, Europe and the Americas. The company offers a broad range of plastic, fibre, metal and glass packaging products, PET containers, plastic and metal closures, as well as packaging related services. Nordenia manufactures flexible packaging, technical films and product components at 26 companies around the world employing more than 3,000 employees.

End user: Nestlé Deutschland, Frankfurt, Germany. Nestlé is the world's largest food and beverage company, with 230,000 employees and operations in almost every country in the world. Nestlé's Beba brand has existed for more than 100 years and is a flagship product for the company, which devotes considerable resources to ensure that this highly sensitive product reaches the consumer in excellent condition.



Presented by: Michael Schegk and René Nüesch



Betasuppe dried vegetable soup

Country: Norway Segment: Dehydrated Foods

Pack structure: 50g paper/ 18µ Metallyte XM882/ PE sealant

Ultra High Barrier Metallyte XM882 film in a 3 layer extrusion laminate for a 4-side sealed dried soup pouch, replacing an aluminium based 4 layer laminate.

Reasons for choosing ExxonMobil film:

- ▶ Pouch structure provides better puncture resistance for the soup's sharp bulky vegetable pieces which create a serious risk of perforation.
▶ Extrusion lamination minimises the influence of adhesives (odour, migration), compared to the heavy 4-layer laminate
▶ New structure provides excellent machinability on the Laudenberg pouch machine and exceptional rigidity
▶ Lighter pouch offers environmental benefits in terms of use of materials and ecotax savings.

Converter: Huhtamaki Ronsberg, Germany. Huhtamaki Ronsberg is part of the Huhtamaki group which has evolved from a multi-industry company into a consumer packaging specialist and front-runner in high-performance flexible packaging.

End user: Rieber & Son, Bergen, Norway. Rieber & Son is one of Norway's leading food groups. Its main markets are the Nordic region and Central Eastern Europe where the group's activities have a strong position in local markets. The group has high profile processed food brands such as Toro, Denja, King Oscar, Delecta, Vitana and Mr. Lee.

Presented by: Michael Schegk and Sander Magnin.

Café Méo

Country: France Segment: Coffee/dried food

Pack structure: 20µ Bicolor MB666/ 30µ Metallite MM680

The coated Metallite/Bicolor laminate replaces traditional paper collation overwrap in collation packs for coffee.

Reasons for choosing ExxonMobil film:

- ▶ New laminate provides packaging machine efficiencies and innovative pack presentation.
- ▶ Partially applied matt lacquer on the pack's outer layer gives it an attractive look and feel, while the Bicolor film surface provides excellent support for the design reproduction
- ▶ Barrier laminate provides additional protection for the inner packaging in terms of aroma and moisture barriers.

Converter: Allflex Folienveredlung, Aachen, Germany. Allflex is a highly sophisticated, family- owned converter specialising in the conversion of orders demanding special attention and service, narrow-width printing and lamination. It is well known for its innovation.

End user: Meo, Lambersart, France. Café Meo was founded in 1928 in Lille. The company's use of sophisticated equipment, its integration of new technology and its ability to adapt to the market has enabled it to marry modernity with tradition.



Presented by: Oliver Stier.

Canistrelli biscuits

Country: France Segment: Biscuits

Pack structure: 40µ Bicolor MB666/ 40µ OPPalyte MD447

The laminated of clear coated Bicolor and super white opaque OPPalyte film creates a pack with maximum product protection and the required stiffness for a stand-up bag. The pack replaces a paper/PE laminate structure.

Reasons for choosing ExxonMobil film:

- ▶ Better moisture, gas and light barriers, and the tight sealing of the coated OPP film, increase product shelf life and freshness.
- ▶ Printability of the Bicolor film allows excellent representation of the pack design, with reverse printing giving a superb glossy finish.

Converter: SPO, Ballée, France. SPO specialises in high definition flexo printing, slitting, macro perforation and solventless lamination. The company has grown an average 12% p.a. for the last ten years. Technical expertise, flexibility and export sales are key factors of SPO's success.

End user: Biscuiterie d'Afa, Appietto (Corsica), France. Biscuiterie d'Afa was founded near Ajaccio in 1983, moving to Apietto in 1999. The biscuit maker specialises in the production of Canistrelli - traditional Corsican biscuits. These are made following traditional recipes, using local products such as chestnut flour, white wine and almonds.

Presented by: Joseph Dacqui.



Caseras potato chips

Country: Spain Segment: Chips & Snacks

Pack structure: 30µ Bicolor MB666/ 21µ Bicolor MB777

Laminate of two transparent coated Bicolor films with gas flush for a new pack for fried potato chips made with natural sunflower and olive oils.

Reasons for choosing ExxonMobil film:

- ▶ Both films are coated, giving excellent barrier properties, especially against gas contamination (no oxygen gets in, and the gas flush remains airtight), as well as moisture.
- ▶ Laminate demonstrates excellent packaging machine performance due to the slip properties provided by the acrylic coating and the sealing and fat resistance of the PVdC coating.
- ▶ High film transparency and gloss enhance the pack design, which conveys the impression of homemade natural snacks.

Converter: Flexible Packaging, Santa Perpetua de Mogoda, Spain. Flexible Packaging has pioneered in the use of flexo printed laminates for all types of flexible packaging since 1978. The company continues to be at the vanguard of the use of these materials, looking for new alternatives and applications and helping its clients to choose the appropriate packaging material for their products and packaging machines.

End user: Frit Ravich, Massanet de la Selva, Spain.

Presented by: Manuel Canizares.



Isser Délice cream cakes



Country: Algeria Segment: Bakery

Pack structure: 21µ Bicolor MB777/ 18µ Metallyte MM348

Horizontal flowpack for cream filled cakes, using a laminate of coated Bicolor MB777 with Metallyte MM348.

Reasons for choosing ExxonMobil film:

- ▶ Coated Bicolor film provides the right level of protection for the sensitive product - water vapour, gas and aroma barriers keep the product fresh and free from external contamination. The Metallyte film adds further light and moisture protection.
- ▶ Laminate structure offers good machinability, with a wide sealing range and excellent seal integrity.
- ▶ Excellent film gloss, clarity and high quality reverse gravure printing provides attractive product presentation.

Converter: AB Imprimes, Alger, Algeria.

End user: ISO9 International, Boumerdes, Algeria.

Presented by: Mohamed Arbaoui.

Gold Label tempura flour

Country: Thailand Segment: Dry Foods

Pack structure: 12µ Pet/ 18µ Metallyte XM883/ 60µ PE sealant

One of the first applications using a laminate with ultra-high-barrier Metallyte XM 883 film replacing aluminium foil as the pack's barrier material.

Reasons for choosing ExxonMobil film:

- ▶ Metallyte film plays an essential role in limiting the uptake of moisture and providing an aroma and light barrier.
- ▶ The film is much more resilient than aluminium foil, resisting cracking when the pack is bent or flexed, protecting the flour and enabling it to stay fresh longer.

Converter: TPN Flexpak, Thailand. Founded in 1999, TPN FlexPak is one of the region's leading flexible packaging producers serving local food exporters and manufacturers of mass-produced consumer products. The company, an affiliate of leading Thai print group Thung Hua Sinn Printing, uses flexographic printing technologies from Germany.

End user: Chuew Huad Company, Banpuek, Thailand. Chuew Huad was established in 1982 as a distributor of the Maekrua, Gold Label and Mae Krua Gold Label brands. The company, with just over 200 employees, holds ISO 9002 quality and ISO 14001 environmental certification. Thanks to its commitment to top quality products, the Chuew Huad today enjoys high volume sales and excellent distribution.

Presented by: Sooksiri Tossaporn.



Mentos sweets

Country: Netherlands Segment: Confectionery

Pack structure: 20µ Bicolor MB666/ 20µ Bicolor MB666

A double layer coated Bicolor MB666 laminate is used as a collation wrap for these mint and fruit flavoured flavoured sweets, with four rolls packaged together on a horizontal heat seal machine.

Reasons for choosing ExxonMobil film:

- ▶ The film's acrylic coating provides the aroma barrier and sealing capabilities to maintain product flavour, taste and freshness.
- ▶ The coating also offers reliable and efficient packaging machine performance.
- ▶ Good ink adhesion and a glossy transparent surface enables clean, top quality reproduction of the pack design.

Converter: Flexpak Transparant Verpakkingsindustrie, Geldermalsen, Netherlands. Flexpak has a high level of flexible packaging expertise and printing capacity with four ultra-modern, eight-colour flexographic presses. Flexpak meets the highest quality standards, such as certified BRC/IOP procedures. It has maintained a prestigious place in the food industry over the past 25 years through a wide variety of applications in the bakery, confectionery, coffee, dried fruit & nuts, and snacks markets.

End user: Perfetti Van Melle Nederland, Breda, Netherlands. Perfetti Van Melle is a global confectionery company, which manufactures and distributes sugar confectionery and chewing gum products in over 130 countries. Today the company is the world's sixth, and Europe's second, largest confectionery group, marketing strong international brands such as Mentos, Frisk, Fruittella, Klene, Brooklyn, Alpenliebe and Golia.

Presented by: Sander Magnin.



Krem do Tortów cake mix

Country: Poland Segment: Dehydrated Products

Pack structure: 50µ paper/ 18µ Metallite XM883/ 30µ PE sealant

New ultra-high-barrier Metallite XM883 replaces aluminium in this three-layer lamination with paper and PE for the water-sensitive dehydrated dessert mix.

Reasons for choosing ExxonMobil film:

- ▶ Metallised film gives good barrier performance even after flexing and bending.
- ▶ The film's barrier performance and puncture resistance contributes to better overall product protection and longer shelf life.
- ▶ Combination with paper helps give the pouch good stiffness, as well as a more traditional look and feel.

Converter: Wodamex, Warsaw, Poland. Wodamex is young helio converter founded in 1993. The company specialises in high quality printing on acrylic coated OPP films, as well as the conversion of high barrier laminates. Serving leading Polish and International end users, its motto is "our packaging is as good as the packaged product".

End user: Dr Oetker, Gdansk, Poland. Dr Oetker is a family owned business, now in its fourth generation. The business began with bakery products and then expanded into chilled and frozen foods. With production facilities across Europe, the company has sales presence in Western and Central Europe, Canada and North America. Its headquarters are in Bielefeld, Germany.

Presented by: Mikolaj Durasiewicz.



Kit Kat Kubes

Country: United Kingdom Segment: Confectionery

Pack structure: 30µ Hicor HT183/ 20µ Bicolor MB668

Specially adapted HFFS "eurosot" hanging bag uses a surface printed laminate of Hicor OHD metallised and Bicolor coated transparent OPP laminate for new chocolate covered wafer cubes, an innovative variant on the well-known Kit Kat wafer bars.

Reasons for choosing ExxonMobil film:

- ▶ Laminate offers excellent pack stiffness, body and strength for hanging bag presentation.
- ▶ Bicolor film provides product protection with low temperature seal coating allowing maximum temperature tolerance and variable packaging machine speeds.
- ▶ Hot tack gives good resistance in the in-line product preparation post-packaging process.
- ▶ Hicor's transverse directional tear provides easy opening, while its machine direction strength allows for hanging bag presentation format. A self-adhesive label gives reclosability.

Converter: Alcan Flexibles Salterbeck, Harrington, UK. Alcan Flexibles Salterbeck is a leading supplier and converter of packaging. It is part of Alcan Packaging - one of the world's largest packaging groups, committed to providing customers with innovative, cost-effective packaging solutions from its 85 operating locations worldwide.

End user: Nestlé UK, York, UK. Nestlé, founded in Switzerland more than 130 years ago, is the world's largest food company and Nestlé UK is one of Britain's leading manufacturers of branded food and drinks. The Nestlé Rowntree confectionery division, based in York, is the largest of Nestlé's 500 factories throughout the world.

Presented by: Norman Bell.



Kuko PilzReis ready meals

Country: Germany Segment: Dehydrated products

Pack structure: 17µ Bicolor MB400/ 35µ OPPalyte MU842/ 40µ PE

The lamination of ultra-high-barrier MU842, metallised white OPPalyte film and PE creates a VFFS stabilo sealed bag for this new product. The bag is flexo-printed in 8 colours and packed at speeds of around 40-50 packs per minute.

Reasons for choosing ExxonMobil film:

- ▶ Use of ultra-high-barrier OPPalyte film provides optimum protection against moisture, light and oxygen infiltration, benefiting the dehydrated product inside.
- ▶ The thin layer of coextruded OPP enables good machinability on the VFFS machine.

Converter: Folian, Groß Lüdershagen, Germany. Folian was founded in 1999 to offer achievable, individually tailored packaging to meet the needs of the modern food industry. The company combines modern facilities and technology with individual customer service.

End user: Wurzener Nahrungsmittel GmbH, Wurzen, Germany. Wurzener, established in 1849, specialises in the development, production and marketing of wheat, oats, rye and cereal-based foods, rice, salty snacks and dried fruits. The company's products are of the highest quality and have earned the trust of both retailers and consumers. Prize-winning innovation and exceptional quality are the cornerstones of Wurzener's strong sustained growth.

Presented by: Friedrich Bauer.



Nichirie beef patties



Country: Australia

Segment: Frozen Food

Pack structure: 15µ uncoated nylon/ 18µ Metallyte XM883/ 80µ PE

Ultra-high-barrier Metallyte XM883 laminate replaces aluminium foil in a flexo-printed pack for frozen meat balls for the Japanese market.

Reasons for choosing ExxonMobil film:

- ▶ XM883's superior resistance to cracks after flexing allows the pack's clean appearance to be maintained throughout the long distribution chain.
- ▶ Metallyte structure provides improved efficiencies at both the end user and the converter.
- ▶ 100% polyolefin pack means easier recycling.

Converter: ABM Flexibles, Australia. ABM Plastics offers a complete flexible packaging service, benchmarked to World Best Practice standards and providing fully integrated extrusion, printing, laminating and converting operations. The company has successfully targeted parts of the Australian and export gravure market, including the highly gravure-oriented Japanese retail market.

End user: OSI International Foods, Australia. OSI International foods part of the OSI Group, a world leader in providing products and solutions for the food industry. The group was founded in 1909, when Otto Kolschowsky opened a family meat business. His goal of providing his customers with the best quality and value remains a company commitment today.

Presented by: Patrick Brincat.

Lambert & Butler cigarettes

Country: United Kingdom

Segment: Tobacco

Pack film: 35µ OPPalyte MW647

Collation overwrap for individual cigarette packs using superwhite, coated OPPalyte film and a shrink tunnel. Although OPPalyte MW647 is not usually marketed as a shrink film, it shrinks sufficiently to give a tight-fitting pack replacing a cardboard or paper/PE overwrap.

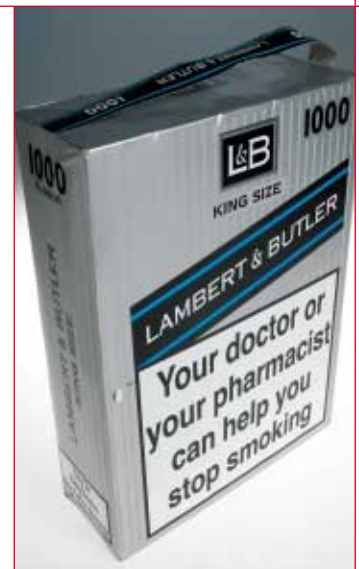
Reasons for choosing ExxonMobil film:

- ▶ The OPP overwrap provides an eye-catching pack presentation, with high gloss and high quality flexo-printing. A handle on the pack offers added consumer convenience.
- ▶ The OPPalyte film enables faster packaging machine speeds.
- ▶ Replacement of a heavy mixed (paper/PE or cardboard) laminate with lighter mono-material packaging is more environmentally friendly.
- ▶ The acrylic coating gives enhanced aroma / off-dour protection.

Converter: Parkside Flexibles. Parkside is a leading European flexible packaging Group, supplying high performance bespoke solutions to many of the world's leading brands. Operating out of production sites in the UK and Poland and sales offices in France and Germany, it engineers customer and market specific films, which it combines with award winning state-of-the-art printing and conversion technologies to add value to its customers' packaging. The pack is a prime example of a co-ordinated packaging development between Parkside, ExxonMobil and the customer.

End user: Imperial Tobacco.

Presented by: John Holwill.



LABELLING NOMINATIONS

Coca-Cola light

Country: Poland

Segment: Carbonated Soft Drinks

Label film: 38µ Label-Lyte XL280

Coca-Cola Light uses 38µ Label-Lyte XL280, superwhite opaque reel-fed film, metallised on one side in a flexo-printed wrap-around application. Since changing the label, sales of Coca-Cola Light have doubled.

Reasons for choosing ExxonMobil film:

- ▶ The label's striking design is greatly enhanced by the film's shiny metal appearance.
- ▶ Label-Lyte's excellent mechanical properties, including its stiffness and tensile strength, provide impressive packaging speeds on the Trine labelling machines.

Converter: Frantschach Flexible Packaging, Baniocha, Poland. The company is part of the Austrian Frantschach Group, a global provider of packaging solutions and high performance materials. It has a long-established reputation as one of the world's leading producers of high quality kraft sack papers and industrial sacks.

End user: End user: Coca-Cola Beverages Polska, Warsaw, Poland. Coca-Cola is the world's leading manufacturer of non-alcoholic beverage concentrates and syrups, used to produce more than 300 of the world's most widely recognised brands. The company's corporate headquarters are in Atlanta and it has local operations in over 200 countries around the world, including Poland.

Presented by: Elzbieta Paluszynska-Rytka.



Dasani mineral water

Country: Kenya

Segment: Mineral Water

Label film: 50µ Label-Lyte Lithor LTG702

Label-Lyte clear Lithor cut & stack, wrap around label film was selected for this new mineral water product to provide a high quality flexo-printed "no-label look" design.

Reasons for choosing ExxonMobil film:

- ▶ Lithor film's excellent anti-static properties enable excellent dispensing and good labelling machine efficiencies.
- ▶ The film's stiffness, transparency and gloss offer an exceptional base for high quality graphic reproduction.

Converter: Standard Labels, Mauritius. Established in 1997, Standard Labels is a joint-venture between Standard Continuous Stationery, Mauritius, and Diverse Labelling Consultants, South Africa. The company started by printing OPP labels for the local beverage industry but has since diversified in both the local and international markets. Today, Standard Labels offers BOPP and paper reel-fed and cut & stack labels, flexible packaging, and PVC sleeves for the food and beverage, cosmetics, chemicals and soap & detergents markets.

End user: Coca-Cola, Nairobi, Kenya. Coca-Cola is the world's leading manufacturer of non-alcoholic beverage concentrates and syrups, used to produce more than 300 of the world's most widely recognised brands. As in each country where Coca-Cola operates, its business in Kenya is a local business, selling locally produced drinks.

Presented by: Matthew Stacey.



Limonaad carbonated soft drink

Country: Latvia

Segment: Carbonated Soft Drinks

Label film: 70µ Label-Lyte Lithor LTR742

The white wet glue, Lithor cut & stack label is one of the first examples of conventional offset printing on plastic film in Latvia. The new Lithor label film replaces paper.

Reasons for choosing ExxonMobil film:

- ▶ Lithor film offers excellent dispensing on the original paper labelling machine, with very similar machine performance.
- ▶ The label has an enhanced matt satin appearance, which has boosted sales
- ▶ 100% polyolefin label and bottle allow easier recycling.

Converter: S&G Tipografija, Latvia. Printing and graphic design company S&G offers its customers the highest quality printed materials and design services to make their products stand out in the marketplace. The company combines state-of-the-art offset printing techniques and expertise with competitive pricing and project support from concept to completion.

End user: PJSC Gutta, Latvia. Gutta is a leading Baltic producer of fruit juice, nectars, carbonated soft drinks and natural mineral water. Its brand name is well known through the Baltic States and the CIS due to its high quality products which are backed by the most modern production facilities, implementation of HACCP and ISO 9001 standards, and excellent quality water from unique wells.

Presented by: Vladimir Protasov.



Neviot mineral water



Country: Israel

Segment: Mineral Water

Label film: 30 μ Bicolor XR 666

The reel-fed transparent Bicolor wrap-around label has a special humidity-resistant coating to protect the look and clarity of the label and bottle, as well as the product.

Reasons for choosing ExxonMobil film:

- ▶ The label's special coating has been designed for labels used with products that are sensitive to humidity or often stored in humid conditions.
- ▶ The film provides excellent machinability, printability, transparency and gloss for the "no-label look" label.

Converter: Loboprint, Netanya, Israel. Loboprint, founded in 1987, is Israel's leading manufacturer of shrink sleeves and wrap-around reel-fed labels. The company prints up to 8 colours, using rotogravure technology and the best raw materials to ensure a top quality product which is highly machinable on the customers' equipment.

End user: Neviot, Petah Tikva, Israel. Neviot - "Nature of Galilee" was established in 1989. Its mineral water plant is located at Kiryat Shmona close to the Neviot "Ein Zahav" spring. The product's new transparent labels are part of a rebranding campaign to reposition the mineral water as a modern brand that supports a healthy lifestyle.

Presented by: Luc Waeyenbergh on behalf of Uri Ronen, Nirplex.

Gatorade energy drink

Country: Italy

Segment: Soft Drinks

Label film: 50 μ Label-Lyte ROSO LR200

Gatorade sports energy drink uses Label-Lyte LR200 Roll-On-Shrink-On film to provide a snug fitting label for its newly designed contoured bottle. The ROSO reel fed, wrap around label provides up to 18% shrinkability and replaces a paper label.

Reasons for choosing ExxonMobil film:

- ▶ The ROSO film is more cost-effective than a shrink sleeve and more resistant than a paper label.
- ▶ The label can be easily applied with hotmelt at speeds of around 30,000 bottles an hour, then moulded to the bottle's contours in a hot-air tunnel.
- ▶ The Label-Lyte film offers the potential for higher quality graphics, such as the new design printed in UV flexo.

Converter: Bruno Viappiani, Segrate, Italy. Viappiani is made up of three branches - Viappiani, a lithographic and typographic printer founded in 1929; Edit 88, a graphic design and pre-press operation; and Print 92, providing marketing and technical assistance for export products. The company manufactures various products, including labels, agendas, art catalogues, folders etc., for national and international markets.

End user: PepsiCo Beverages, Treviso, Italy. PepsiCo is a world leader in convenient foods and beverages. The company includes the Frito-Lay snack business and the beverage and food businesses of PepsiCo Beverages and Foods. Although many of its brand names are over 100-years-old, PepsiCo was only created in 1965 by the merger of Pepsi-Cola and Frito-Lay. PepsiCo merged with The Quaker Oats Company, including Gatorade, in 2001.

Presented by: Michele Fiori.



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