

WePack

WIPAK Packaging Magazine

Edition 2/2016



Wipak Upgrades Production in Finland

Kick-Off for New Film Generation



**Double Shortlisting
Success**
Innovative Popcorn
Sharing Bag

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Sustainable**
Paper Laminates
at the FachPack
Exhibition

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England, Propercorn

Innovative Popcorn Sharing Bag

Created for Britain's fastest growing popcorn brand, Propercorn, the bespoke pack was announced as a finalist in the 'Material and/or Process Innovation' and the 'Inclusive Design' categories by award organisers in July.

"With sharing becoming an increasingly important consideration in the snacking market, and Propercorn's desire for innovation and differentiation, we created a unique format with a pinch 'n' pull panel on the front of the pack which can be easily removed to create a bowl for any sharing occasion," explained Wayne Hallsworth, Sales Manager at Wipak UK.

The company used a specially-developed film structure and advanced laser-score technology to create the pull away panel, with the resulting pack robust enough to withstand the rigours of the supply chain, but still easy to open.

"The Propercorn sharing bag is not only a first in popcorn, but is

unlike anything else in flexible packaging," Wayne continued.

"Having already received significant positive feedback from consumers since its launch in June, we are naturally delighted that it has also been recognised in the highly regarded Starpack Industry Awards."

Now in its 58th year, the Starpack Industry Awards is the UK's premier annual awards scheme recognising innovation in packaging design and technology.

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Finalist in two categories:
Material and/or Process Innovation and Inclusive Design



England, Bridgehead Foods

Wipak UK's Packaging Expertise Helps Bring



Bridgehead Foods approached Wipak UK with an ambitious design concept for its new, premium quality West Country cheddar, Barnstormer, earlier this year.

"After conducting pre-press work to evaluate optimum colour combinations, the Barnstormer colour ways were finalised and feature a band of distinctive metallic

colour running through the centre of the pack", explained Wayne Hallsworth, Sales Manager at Wipak UK. "Different to anything else on the market, this design makes the pack really stand out from the crowd and, using a Super Silver Ink to create the metallic effect, reinforces the high-quality feel that Bridgehead Foods was looking to achieve."



Slovakia, Savencia

Semi-rigid Flowpack for Cheese Snacks

Savencia Fromage & Dairy (formerly Bongrain Group) is among the world's leading milk processors. Using the working title 'YoYo', two years ago they created the idea for a unique cheese snack: rolled cheese slices. The packaging concept – separate rolls (6 x 16 grams) packed in a flowpack – was created in collaboration with the experts of the Wipak Innovation Center of Wipak Walsrode.

Wipak tested several film structures before in a first step implementing the secondary package, a square-shaped sealing bag (Quadro Seal) featuring a combination of matt varnish and glossy effects. Special Feature: A high stability is achieved by means of special sealing properties. Additional Benefit: The bag does not have any longitudinal seam so that it offers four even presentation areas. The sides are printed with matt varnish, thus creating a semi-transparent,



'milky' display window. This cheese snack is available in Germany using the Milkana brand 'Tolle Rolle' (yummy roll) since June 2016. Product rollout will be expanded to additional European countries as of 2017.

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Benelux,
Continental Foods

Laser Varnish Coating

Mayonnaise, sweet & sour, barbecue – the Belgian food producer Continental Foods manufactures a total of eight sauces for a fast-food chain in the Benelux region. The lidding films for the portion packs are manufactured by Wipak Walsrode. The special feature of this film is the partial coating using a laser varnish, which is applied to the outer edge of the fully printed top web. The pre-treated field is important to make sure that the best before date can be directly laser-printed on the print image during the packaging process. The challenge here is the precise size: As small as possible in order not to affect the print image, but as large as necessary to accommodate all information.

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Barnstormer Brand to Life

Managing Director at Bridgehead Foods, Lorraine Beaton, added: "Having previously worked with Wipak UK, we knew we could rely on their technical knowledge and expertise to bring the Barnstormer pack to life. It was important that the printing techniques we used communicated the high quality and the West Country provenance of the new range, as well as

ensuring shelf standout, and we think the finished product does just that."

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Opening Ceremony

Wipak Starts Operation of New Production Line in Finland



This is one of the biggest single investments ever taken in the history of the Wipak Group. About 20 million Euros have been invested by Wipak in Nastola for the expansion of production capacities. The new line has been officially put into operation in early September. Approximately 200 guests from politics and business had been invited to join the ceremony, including Finland's prime minister Juha Sipilä, as well as numerous customers and employees.



Benefits for Wipak Customers



CO₂ REDUCTION



INCREASED PACKAGING CYCLES
= MORE PACKAGES PER MINUTE

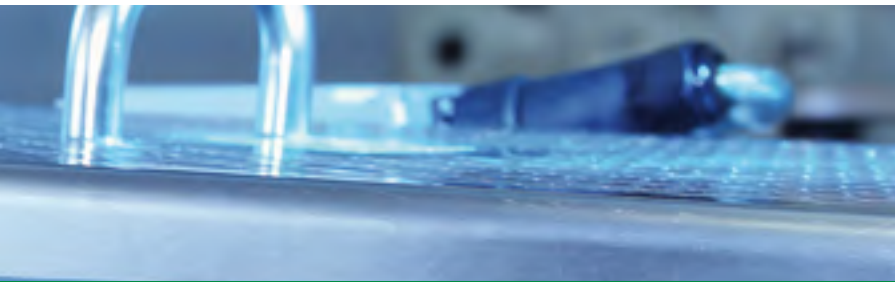


EASIER DEEP DRAWING
= IMPROVED PLASTICITY

Wipak Upgrades Production in Finland

Kick-Off for New Film Generation

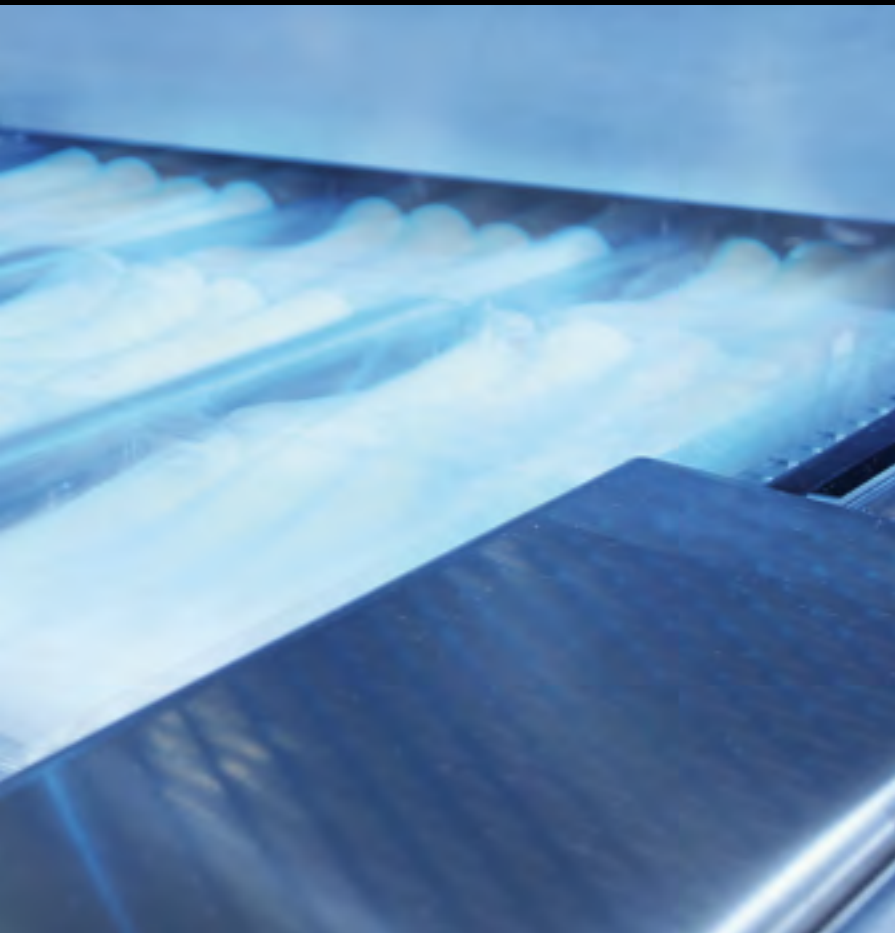
Increasing both quality and quantity, Wipak's new production line expands the range of food and medical products, and creates the foundation for a new generation of films: SuperClear and FitForm.



**SHORTER DELIVERY
TIMES**



**ON-SITE SUPPORT
FOR SMOOTH PROCESSING**



“The line offers new capabilities for the production of flexible, thermoforming films – and our customers will clearly benefit in terms of sustainability, efficiency and performance”, Patrick Verhelst, Director Sales and Marketing of the Wipak Group emphasizes. Users can reduce the material usage and increase their profitability. “The performance and functionality of these thinner structures is absolutely comparable to those of thicker structures”, Adolf Ahrens, Head of Wipak’s Innovation Center adds.

Completing the Range

The first step includes the production of SuperClear and FitForm films in the range between 50 μ and 150 μ . “This completes our successful product portfolio”, Verhelst says. As the demand is high, the new line has been designed for large quantities. “With our existing capacities in Europe and the new facility in Finland, we are able to meet the demand and cut down the delivery periods.”

New SuperClear-types to follow starting 2017 – Trial Is Under Way

This is however only the beginning. “Using our new facility, in the future we plan to produce films the market has not yet seen. We can e.g. reduce the amount of PA or implement even thinner material combinations.” The development project has been started under the title SC Plus and the film types are currently under trial. The new range is expected to be available starting 2017.

“To our customers the facility offers clear benefits in terms of sustainability, efficiency, and performance.”

Patrick Verhelst, Director Sales and Marketing, Wipak Group

The Technology

Wipak’s technology enables an efficient and environmentally friendly use of raw materials. The new line will upgrade the Group’s production capacity while maintaining a constantly high quality. Another important aspect: Thanks to new material structures, it will be possible to reduce film thicknesses between 10 and 20 percent.

Premium Quality Based on ...

- 1** Isolated production area
- 2** Automated production process, incl. winding and cutting system
- 3** Automated test system
- 4** Reduced downtime = Reduced waste on your packaging line
- 5** Reduced number of reel changes on your packaging line



Facts & Figures

Production width: up to 3.60 m

11 layers

Thickness range 50 µm to 150 (220) µm

Wipak Upgrades Production in Finland

Expanding the SuperClear Range

Thinner, more efficient, more sustainable. SuperClear offers the potential for environmentally-friendly and economically efficient food packaging solutions. Compared to standard systems, the SuperClear range of film can be down-gauged – depending on the application – by up to 20 percent*. This is possible due to the use of innovative extrusion technology and special formulations based on high-performance polymers. As a result, we get high-performance films which offer ideal product protection and open up new ways of product presentation thanks to their unusual clarity and transparency.

Improved Ecological Balance

Wipak's SuperClear range reduces the use of resources and energy, minimizes waste and reduces CO₂ emissions.

Higher Productivity

SuperClear can be processed using all standard packaging machines. Thanks to the thinner films and the lower levels of energy used, it is possible to increase the cycle performance and thus the output. The result: more packages are produced in the same time period.

Increased Efficiency

SuperClear uses less energy to form. While conventional PA/PE films are processed between 110 and 120 degrees celsius, SuperClear requires only approx. 80 degrees celsius forming temperature.

* Exact amount of potential material saving depends on each individual film structure used.

Extraordinary transparency and clarity

High barrier effect

Mechanical stability / high puncture resistance

Reduced curling

FachPack 2016

PACKAGING & MORE

27.-29.9.2016 | NUREMBERG

Wipak at
FachPack:
Hall 7
Stand 7-132

Packaging Trend Paper Laminates

Sustainable Laminate Solutions Offering Noticeable Extras

Noticeably sustainable – this is the motto Wipak has selected for sending FachPack visitors on a ‘surface course’, thus presenting new versions and potential applications for paper/plastic laminates to realize efficient and sustainable packaging for cheese, sausage, and other food products.

Paper in the lid or in the bottom web, in flowpacks or portion packs, fully laminated, laminated strips, or equipped with see-through windows which are individually designed and cut from the paper web using laser technology – the segment with sustainable laminate solutions grows just as the multitude of available packaging versions and options.

Laminate solutions currently focus on a reduced use of plastic, increased use of renewable resources, lower package weight

and recyclability. “For some bottom webs we have been able to increase the share of paper to up to 85 percent”, Wipak’s Enrico Riechert explains. The performance of course stays at the same high level as integrated system layers provide indispensable functions such as oxygen barrier, migration or aroma protection.



Packaging Examples

Wipak offers versatile, customized solutions for lidding and bottom films, for flowpacks and stand-up pouches, as well as for portion packs. The packaging concepts presented here are just a few examples for the multitude of potential applications.



Lidding Laminate Including Reclosing Repak Paper Top

Wipak has developed an easy-open paper laminate with a reclosing function for the sliced cheese products manufactured by German dairy company, Herzgut. The see-through window has been precisely cut from the paper web using laser technology. The functions of the plastic layers remain fully unaffected. The images were created using gravure printing.

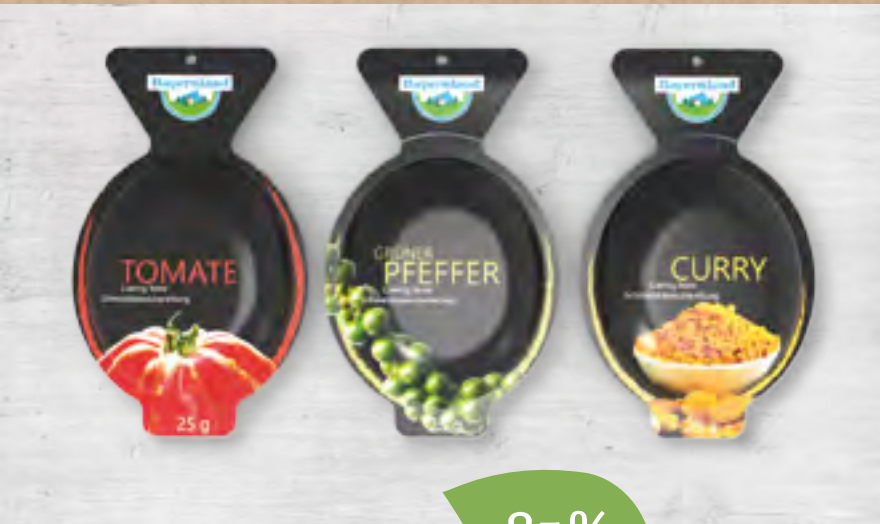
26%
paper

Quadro Seal Bag/Stabilo Bag

Grease resistance, mechanical stability and puncture resistance are the main features of the dog food bag produced by Wipak for foodforplanet. The robust composite structure with almost 60 percent paper can be processed using all standard flowpack machines, allowing for high throughput.



59%
paper



85%
paper

Portion Packs

A new concept for portion packs. The cheese snack is packed in a recyclable high-barrier laminate. Share of paper: 85 percent. Resources are thus preserved and the package – depending on the country of use – can be discharged as light-weight package via the yellow bin or as paper waste.



FSC® Certification

Wipak offers different FSC®-certified paper qualities for food packaging which are sourced from sustainable forestry. All paper grades consist of 100 percent virgin fibres and are thus free of mineral oils. The Wipak sites in Germany (Walsrode) and in Poland are FSC®-COC certified* and a closed and certified supply chain is thus guaranteed. The paper laminates can be printed with FSC® label using gravure and flexo-print technology.

*License Code FSC® C130525



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29%
paper

Flowpack with Bottom Gusset

The paper/film combination replaces folded boxes and is suitable for dry food packaging such as muesli, which is packaged under MAP conditions. The rugged laminate structure offers an extremely high puncture resistance. High production throughput is possible thanks to special sealing layers which can already be sealed using low temperatures.

Stand-Up Pouches: Positive Ecological Balance

For the meat producer MarKo, Wipak has developed a stand-up pouch as a replacement for the previously used metallized packaging. The positive ecological balance of this packaging concept was found highly convincing. Compared to the plastic-only solution, the greenhouse gas potential has been reduced by almost 40 percent using the paper laminate. In addition, the fossil fuel energy consumption required for this sustainable material mixture has been reduced by about one third. MarKo has implemented the concept for their own brand and launched it in June this year.



30%
paper



85%
paper

Paper Bottom Tray Laminate

The tray laminate consists of 85 percent FSC®-certified paper and has been duplex printed. It offers the same functionality as comparable plastic laminates. Aroma protection, storage life, or oxygen barrier are provided by means of extremely thin plastic layers. The paper laminate can be recycled and – depending on the country of use – discharged as lightweight packaging via the yellow bin or recycled as paper waste.



Wipak uses a special haptic lacquer to enhance package surfaces and give them a natural feel. This innovative film printing solution received the 2015 ERA Award. Wipak presents different potential applications at this year's FachPack exhibition.



Film Printing

Haptic Lacquer Simulates Paper or Web Structures

Haptic lacquer has a similar chemical structure as printing colour, but mineral additives provide the tactile effect. When used in combination with a special gravure, it is possible to create surfaces that feel like paper or fabric. For the 'Präst' series of cheese products manufactured by the Swedish dairy company Arla, Wipak developed a film resembling a

fabric so that the plastic material has a natural feel.

Individually Adapted to Each Design

Based on the internal cylinder production, Wipak is able to individually adapt the haptic lacquer to each design. These designs can be offered in both gravure and

flexo-print technology. The haptic lacquer is applied using an integrated gravure tool. Certain tactile applications can be offered by Wipak as full flexo-print solutions.

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Wipak Czech Republic

Mountain Bike Race for Wipak Customers



Already 9th year of our Wipak MTB Race took place on weekend from 27.5. till 29.5.2016. This year it was again very nice event where met more than 50 people from our customers. Like in last years it was placed in nice area closed to Nove Mesto near Morave in Vysocina Arena. Only after couple of weeks was on the same place Mountain bike World Championship. This Vysocina Arena is also known as host of World cup in Biathlon.

Our race was approx. 30 km long with 550 m height difference. The track passed the technician sections for professionals and leads on nice path thru meadows and forests. This year started more than

50 participants from our customers and all of us finished without any accident and in good mood. In the evening we honored not only winners and enjoyed common barbecue. Whole event was in friendly atmosphere and all of participants is looking forward for 10th Wipak MTB RACE.

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Nuremberg | Germany
27–29 September 2016

Interpack
Dusseldorf | Germany
4–10 May 2017

HEALTH

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23–24 September 2016

Medic East Africa
Nairobi | Kenya
27–29 September 2016

Medical Packaging Seminar
Lyon | France
11–12 October 2016

Medic West Africa
Lagos | Nigeria
12–14 October 2016

Health Industry.Kazan
Kazan | Tatarstan/Russia
12–14 October 2016

WFHSS
Brisbane | Australia
27–29 October 2016

Compamed
Dusseldorf | Germany
14–17 November 2016

Arab Health
Dubai
30 January–
2 February 2017

Pharmapack
Paris | France
1/2 February 2017

2016/17

schedule

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