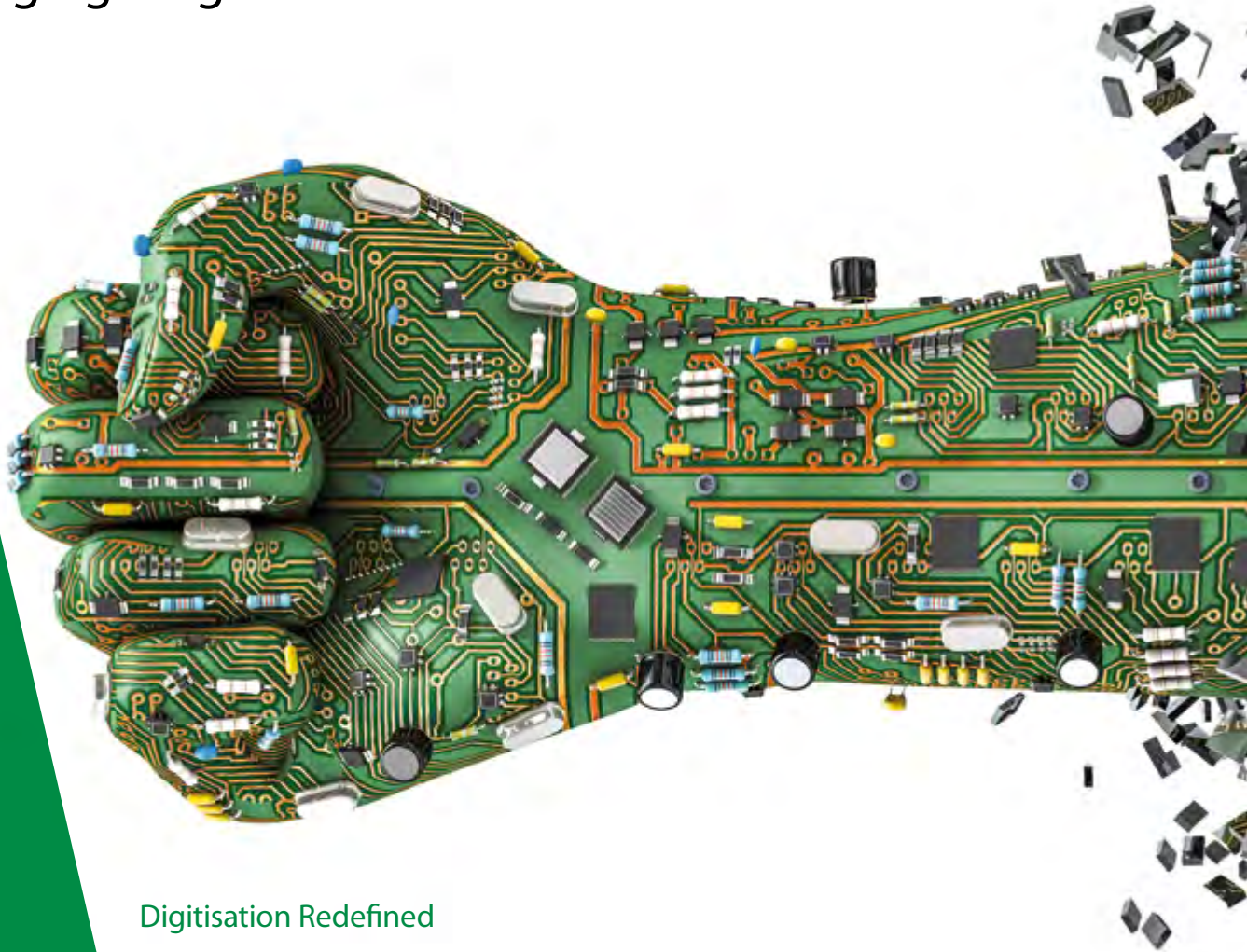


WePack

Packaging Magazine



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Patrick Verhelst
Director Sales & Marketing, Wipak Group

Involve. Inspire. Impress.

At Wipak, we involve our customers in the innovation process and in pack design from the outset. We inspire you with solutions that are ahead of industry designs and setting technological standards, and we help you impress your customers with packaging solutions that put you ahead of the competition.

This year marks the official launch of our ProDirect concept which we hope will both inspire and impress. It combines printing technology which is truly unique to the market, with optimised order processes and highly efficient laminate solutions.

We are also introducing world premieres in stand-up pouch technologies with our WIIMA concept, FSC®-certified, recyclable paper composite packaging and ultra-light, high-performance, flexible barrier packaging. Read more about all these exciting new packaging solutions in this WePack issue.



Involve. Inspire. Impress. Innovation Meeting with the Campofrio Group, Lyon

Many of our packaging innovations come about through creative and collaborative sessions with our customers and partners, and this was very much the case at our 'Winnovations' innovation meeting in Lyon, France earlier this year.

During the meeting, specialists from the Wipak Innovation Center presented current marketing trends and potential packaging solutions to representatives from Campofrio's subsidiaries, including Aoste, Stegemann and Fiorucci. The one-day workshop also focussed on sustainability, film refinement, digital print, reclosure and our new, paper-based laminate solutions.

"This exclusive customer event reflected our motto of 'Involve. Inspire. Impress.' perfectly," said Patrick Verhelst, Director of Sales and Marketing at the Wipak Group.

Innovation meeting in Lyon: Campofrio Group employees discussing packaging and market trends with specialists of the Wipak Innovation Center.





Film + Machine + Service = WIIMA

The Turnkey Spouted Pouch Solution Made by Wipak

Wipak and Italian machine manufacturer, IMA, have joined forces to offer a unique turnkey solution for the production of spouted pouches. Called WIIMA, the concept encompasses machine, film, refinement, print, spout and service in a one-stop-shop solution.

“Not only do our customers benefit from our broad range of packaging films and printing options, but they get the expertise of two leading companies in the SUP segment,” explained Davide Zinzalini.

The pouch machines are provided by Wipak for the contractual period. The turnkey package includes installation, maintenance and repair services for the machine or for the complete packaging line. “Customers do not have to invest in new machines and can rest safely in the knowledge that all packaging components are ideally matched,” continued Zinzalini.

WIIMA Benefits

- ▶ Constantly high levels of hygienic quality (separation of pouch production and filling, full-bleed design, safe sealing)
- ▶ Premium-quality films, with ideally matched components to ensure optimum production run on the machine
- ▶ ‘Filling through the spout’ system (the spout is sealed onto the pouch before filling. This allows the pouch to be filled using 100% of its capacity)
- ▶ High safety due to 100% in-line leakage control
- ▶ Extended and continuous welding time
- ▶ Multitude of pouch shapes and sizes
- ▶ High throughput
- ▶ Efficient use of material, reduction of waste
- ▶ Less transport costs for empty/pre-made pouches

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Västerbottensost® Wins Swedish Design Prize

Västerbottensost, one of Sweden's most well-known and loved brands, won both the judges' and the public's vote in the 2016 Swedish Design Prize, scooping first place in the 'Identity Packaging' category with its new black package design.

The eye-catching pack design was launched as part of a new visual identity for the brand, with the 'W' symbol originating from the symbol that was used in the early 1900s to mark quality-approved Västerbottensost. In the new design, the master cheesemaker's signature helps to communicate the high quality and craftsmanship of the product, with the black colour reinforcing the premium feel of the cheese.

"Västerbottensost is a unique cheese with a long tradition and a fascinating history, but still highly relevant in food trends of today, where fine ingredients and origin is important. The new design is made to reflect Västerbottensost of today," said Helena Ahlgren, Brand Manager for Västerbottensost at Norrmejerier. "Nordic high-quality food is highly appreciated both in Sweden and internationally for its taste. The packaging is an important part of how a brand is perceived and of course we are very happy for all the positive response and attention."



Quality Seal for Wipak Iberica

Wipak's Spanish site became BRC/IoP certified last year, achieving an impressive AA grade following its first audit.

This quality seal is the authoritative voice for all European suppliers of food packaging products, with many brand manufacturers and retail chains expecting their suppliers to have this certification before any business activities can be started. BRC/IoP is the key hygiene standard for Wipak too. "We are really pleased that we are able to meet the stringent criteria," said Miquel Ramiro, Quality Manager of Wipak Iberica. "This certificate demonstrates the high level of hygiene and quality management at our site."



Wipak UK

Kepak Commit to 2017 Business Deal

Wipak UK has been awarded a new supplier agreement by existing key account, Kepak Convenience Foods (KCF), thanks to its ability to adapt to and align with KCF's established ways of working.

KCF appointed Wipak UK as a strategic partner to supply packaging solutions for its key brands, including Feasters and the UK's number one micro-snacking brand, Rustlers. The announcement, which equates to 30 tonnes of new business, follows a successful several-month cross-departmental trial, which saw Wipak UK staff work together to fulfil strict supply chain requirements.

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Design Project with Students of Berlin FHTW

Ideas for the Future

Safe Food was the key focus for design students of Berlin FHTW University, who were challenged by Wipak to develop creative packages for the future.

“When we set the students the task of designing packaging for ‘safe food’, we not only wanted them to consider long shelf life and protection during transportation, but to think about ways that packaging can be more efficient, how it can reduce food waste, and how it can save space in the refrigerator,” explained Adolf Ahrens, Head of Wipak’s Innovation Center.

Supporting Young Scientists

Wipak is proud to work alongside universities and students, and help promote the work of young scientists. The 2016/2017 project is the fourth instance that the company has supported work of this kind, collaborating with the FHTW and the German Packaging Institute to help the product and packaging designers of the future flourish. Approximately 20 students have been

involved in the project, covering many topics in lectures, through computer study, and during workshops organised by Wipak in Walsrode.

“Collaboration with Students is an Enrichment”

“Every time we collaborate with the students, it is an enriching exercise for us,” continued Ahrens. “They implement their ideas comple-

tely detached from any technical or economic constraints, and the results are truly impressive. The project has produced some inspiring and impressive concepts, which have the potential to one day make it onto the supermarket shelves. Until then, the student designers will showcase their ideas to an international audience at Interpack, with sample packages on show as part of a special exhibition at the Wipak stand.”



Nørager Mejeri, Denmark

Portion-Packaging for Creamy Feta Cheese

In 2014, the Danish cheese producer, Nørager Mejeri, decided they would like to come up with a completely new and convenient product for its feta-style creamy cheese that was unlike anything else on the market, and would reduce food waste and appeal to single households. The company also wanted to have a semi-rigid top web so the product would still look good once one of the packages had been ripped off.

In response to these requirements, Wipak developed a film with a peel function and a high-quality print, which could handle temperatures of 90°C during the 60 minute pasteurization process. The final design eliminates the need for a sleeve around the product because the semi-rigid top web helps the package to stand up in the tray. Today, Nørager Mejeri sells this product in the biggest retailer in Denmark, 'Taverna'. From January 2017, the first packages were sold in New Zealand too.

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Wipak UK Receives Kudos for Contribution to New Dairy Product

Wipak UK has been praised for its efforts in supporting new customer, Dairy Concepts IRL, bring a first-of-its-kind product to the global market. The Welshpool-based site produced the outer bag for Dairy Concepts' all-natural, high protein sweet dairy snack, Fruchee® – a unique product that bridges the cheese and yoghurt categories.

"Drawing on our expertise in the dairy snack industry, we used a peelable sealing layer for easy-opening and a laminated film to retain stability and tear resistance," explained Sales Executive at Wipak UK, Richard Hayden. "We were also heavily involved in the look and presentation of the outer bag, and were able to utilise our specialist knowledge of two-side print to achieve a complex matt and gloss design."

Paul Simpson, Sales & Marketing Director at Dairy Concepts, said: "It was important for us that the outer packaging reflected the innovative nature of Fruchee®. Whilst our ideas brought about a number of challenges, we were impressed by the way Wipak UK rose to the challenge and helped us achieve our vision."

"As we look to launch Fruchee® across the globe, we will be seeking the continued support from Wipak UK, and look forward to working with them in the months and years ahead."

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Losfeld, France

Haptic Lacquer for Flowpacks

Wipak Gryspeert has produced printed flowpacks for La reine du Nord cheese, produced by French dairy, Losfeld. The special feature of these flowpacks is the partial haptic effect, which was created using rotogravure-printing. The semi-transparent design of the flowpack is achieved using a pale white colour. The label, which is attached centrally, has been refined with a haptic lacquer. This effect creates a slightly rough, natural-looking surface.

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Szarvasi, Mozzarella

Haptic Lacquer Increases Consumer Awareness

Over the last two decades, Szarvasi Mozzarella has gained a key market position in Hungary as a provider of Italian cheese specialities. The company wanted to further strengthen its market share of dairy products with the creation of innovative packages using a haptic lacquer for their new gravure printed design plans.

“We raised consumer attention at a higher rate and for a longer period than usual with the state-of-the-art appearance of our products,” said Szilárd Bagócsi, Production Director at Szarvasi. “The top-quality packaging from Wipak is an essential part of our premium product range. We see it as a key element of our strategy for market growth.”

The unique look and feel of the final pack significantly contributed to the successful relaunch of the sliced mozzarella product range.

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Wipak UK Supports GRH Foods with Signature Range

GRH Foods, a specialist supplier of grated, block and sliced cheese, has worked closely with Wipak UK to launch two new designs in its ‘Signature’ sliced range using Bialon 52 XX Peel lidding film. The two packs, which enhance customer convenience and maximise shelf-life, were developed with the support of Wipak UK’s Print and Repro department to ensure the highest quality print design was achieved. The finished products replace a printed label format and were relaunched last year. They are sold to both retail and food service customers alike. Wipak UK has also supported GRH Foods to launch its Welsh Rarebit and Cheese Melts product ranges, which were showcased at the SIAL exhibition in Paris last year.

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Beef Jerky

Snack-Friendly Pack Breathes Life into Beef Jerky Brand

Beef Jerky, a type of dried meat, has been a very popular provision in many parts of the world for centuries. For this, pieces of meat are cut into thin strips, seasoned with spices and air dried. The Swiss Bell Group has breathed new life into this classic. Since the beginning of 2016, Bell has marketed the meat snack in many European countries. To emphasize the snack-friendly and organic character, Wipak developed a reclosable pouch.



Bell's Beef Jerky is available in many European countries in 4 varieties: Classic, Pepper, Sweet Chili and Honey BBQ.

The 15 x 12cm stand-up pouch has a reclose system with a zipper, a window on the back, and features high-quality printing with partial matt varnish effects.

"The packaging was designed to emphasize the snack-friendly character of the Beef Jerky brand and breathe life into it in a credible way," said Christian Gohla of Wipak. "It has a high-quality look, feels good to the touch and fits conveniently into the cup holder in a car."

Beef Jerky was one of the innovations presented at the last ANUGA food fair in Cologne, with Wipak producing

hundreds of sample packs from the composite materials to be used at the fair.

Bell decided to order plain film material instead of premade pouches to enable greater flexibility in the processing stage. "The concept can also be adapted to paper laminates, or the film can be refined with a special haptic lacquer," explained Gohla. "This demonstrates the freedom our customers have, should they ever want or need to modify their package."





To introduce the product at the last ANUGA food fair, the Wipak Innovation Center produced hundreds of sample packs.



Practical tests: The Beef Jerky pouches were tested and optimized in Wipak's Packaging Test Center in Walsrode.

Wipak Services

- ▶ Pack design and 3D rendering
- ▶ Production of dummy packs with original materials
- ▶ High-quality film printing, including digital proofs
- ▶ Film production (rolled goods or ready-made pouches)
- ▶ Pack tests in Wipak's own Packaging Test Center
- ▶ Local application service

Pack Features

- ▶ Stand-up pouch
- ▶ Efficient composite film with a high barrier – optimum aroma protection and long shelf-life
- ▶ Reclosable – with zipper
- ▶ Window on the back
- ▶ High-quality printing – with partial matt varnish effects
- ▶ Rolled goods – pack modifications possible (paper laminates, tactile varnish, etc.)

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It couldn't be snackier: Practical reclose system with zipper.





Colruyt Group, Belgium

© Colruyt

Sustainable from Start to Finish

In Belgium, no other retail group is backing bio-quality, sustainability and ecological responsibility more than Colruyt Group. This includes packaging issues and Wipak paper laminates are a vital part of this concept.

Colruyt Group places great emphasis on sustainability which covers the complete value chain. For example, the group completely sources all required energy from renewable energy sources and aims to achieve a 100 percent selfproduced renewable electricity by 2020. The company's meat and sausage products are produced in their own facilities according to ecological standards. It was therefore an obvious step for Colruyt Group to go their own way in terms of packaging and replace the previously used plastic trays.

Convincing paper concept

"Our paper laminate solutions quickly drew their interest," Wipak's Martina Mindermann recalled. "Paper is sustainable and gives consumers the confidence of buying a natural product, whilst also contributing to the preservation of our environment. This idea convinced Colruyt Group right from the start. Their most important requirement, however, was that the paper laminate would be classified as paper waste and could be disposed of accordingly. This meant that at least 85 percent of the package needed to be made of paper.

"These were our basic specifications to start the project in 2013," Mindermann continued. "We developed different versions, produced package samples, modified the design, conducted packaging and material tests, and had discussions with some

FSC®-Certified Paper Grades

Wipak offers different FSC®-certified paper grades for food packaging applications. All paper grades are verifiably sourced from responsible forestry. They are made of 100% virgin fibres and are free of mineral oils. Paper laminates can be printed with an FSC® label*.

*License code FSC® C130525

Sustainable paper laminate for sausage and meat cuts. The package offers the same functionality as pure plastic solutions. Aroma protection, extended shelf life or oxygen barrier are ensured by means of extremely low gauge plastic layers.

Reduced carbon emissions, lower storage and transportation costs

Colruyt Group has benefitted right from the start. "Thanks to the reduced volume of the paper tray, we are able to bring down storage and transportation costs. Over its entire lifecycle, the container has a 55% smaller impact on climate change", explained Stefan Goethaert, Director of Colruyt Group Fine Food. "With about 12.5 million trays per year, there will be about 130 tons less plastic entering the cycle, which significantly supports the group's sustainability philosophy."



The thermoformable tray laminate for Colruyt Lowest Prices is printed on the reverse side.



The Paper BTM® laminate is made of more than 85 percent FSC®-certified paper and can be disposed of as paper waste, after removing the lidding film from the tray. An appropriate symbol is provided on the package for consumer awareness.

Belgian waste management companies. "The final result is a thermoforming laminate with 300 g paper and a 25 µm sealing layer. And, with more than 85 percent paper, the tray laminate successfully exceeds the specifications.

After about 3 years of development, Colruyt Group Fine Food built a new hall in 2016 and put several new packaging lines into operation. As of January 2017, the complete range of Vlevico products, including salami, mortadella, ham, and other cold meat and sausage products, are available in the new packages in Colruyt's markets. If successful, the sustainable concept will be expanded to incorporate the company's sliced cheese product range too.

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Paper Bottom® Tray Laminate

- 300 g paper/25 µm sealing layer
- Recyclable, disposable as paper waste
- Thermoformable up to 1.5 cm
- Can be processed on all standard packaging machines
- Barrier layers for ideal product protection
- High quality print

more than
85%
paper

Stripe Lamination

New: Pattern-Registered, Simultaneous Printing of Paper and Film



Simultaneously printing laminated paper stripes and film in one step has been made possible by the use of special printing blocks. This new development further enhances Wipak's expertise in paper laminate finishing. The efficient and fast new technology complements the previously used process where paper is first printed, then cut into stripes and laminated to plastic.



Creta Farms, Greece

Roll It Out!

Nature, health and taste stand above everything else at Creta Farms, a family-owned business which has been one of the biggest producers of pork meat and cold cuts products in Greece for over 18 years. A key contributing factor to this success is the extra virgin olive oil they use in their recipes, which is derived from their native island of Crete.

"We only choose premium-quality meat and inject it with native extra virgin olive oil. It enriches the taste and texture of the product, and improves its nutrition profile," said Emmanouil Domazakis, who owns the company with his brother, Konstantinos Domazakis.

When it comes to the packaging of its products, Creta Farms places great emphasis on nature and sustainability. So, for their meat snack range 'Olive', Wipak developed a paper laminate solution to replace the formerly used plastic packaging. The new flowpack is made with 48 percent FSC®-certified



Quiks Sjips, The Netherlands

Flowpack for Potato Snacks



Last year Wipak developed a new packaging concept for the 'Quiks Sjips' range of snack products produced by Dutch potato processor, Quiks Potato Products. Available in three different flavours, this potato snack is presented in transparent, partially-printed flowpacks. Here, Wipak supplied a laminate solution with oxygen barrier, which can be processed efficiently using all standard flowpack machines. **Special feature:** The additional small bags of herbs and spices are folded into the flowpack.

Mr. Panini, Finland

Paper Top®: Natural, Warm Appeal

Mr. Panini, a grilled sandwich available in different flavours, is a successful brand in Finland and in Sweden. In 2015, Mr. Panini, part of the Snellman Group, adapted its recipe to suit home customers and launched its products in grocery stores. Mr. Panini products are carefully filled by hand using fresh ingredients, including home-made bread and mayonnaise, and 100% Finnish meat. In order to ensure high quality, each panini is checked before packing.

The product was previously packed in a PET/PE laminate. The new paper material, combined with the new product design, creates a natural, warm appeal.



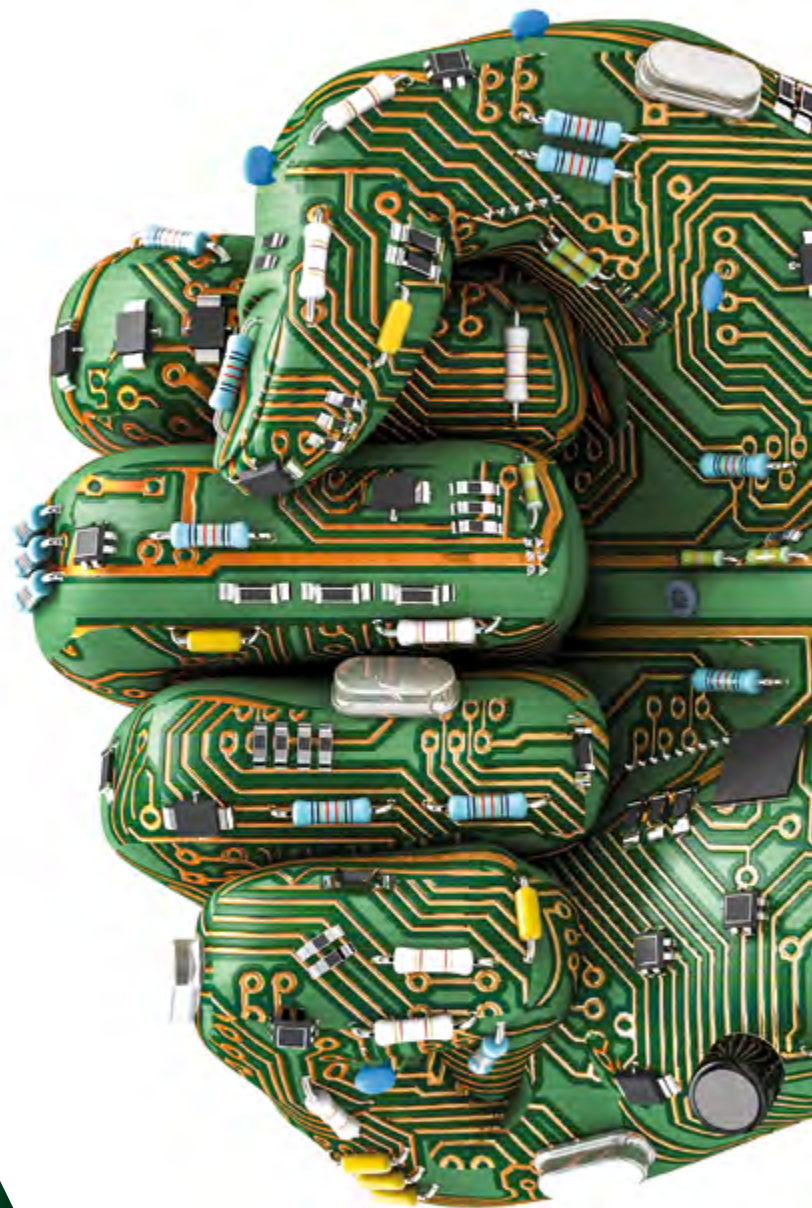
48%
paper

paper which, when combined with the primary packaging of artificial sausage casing, can reach a shelf life of 150 days. Another variant of the product which contains bread can reach 90 days shelf life.

The laminate is printed all over in gravure printing and can be used on all standard flowpack lines, even with high production speeds. "The performance of this special portion packaging has exceeded all expectations," Emmanouil added. "The products are perfectly protected and their special flavour and taste survives."

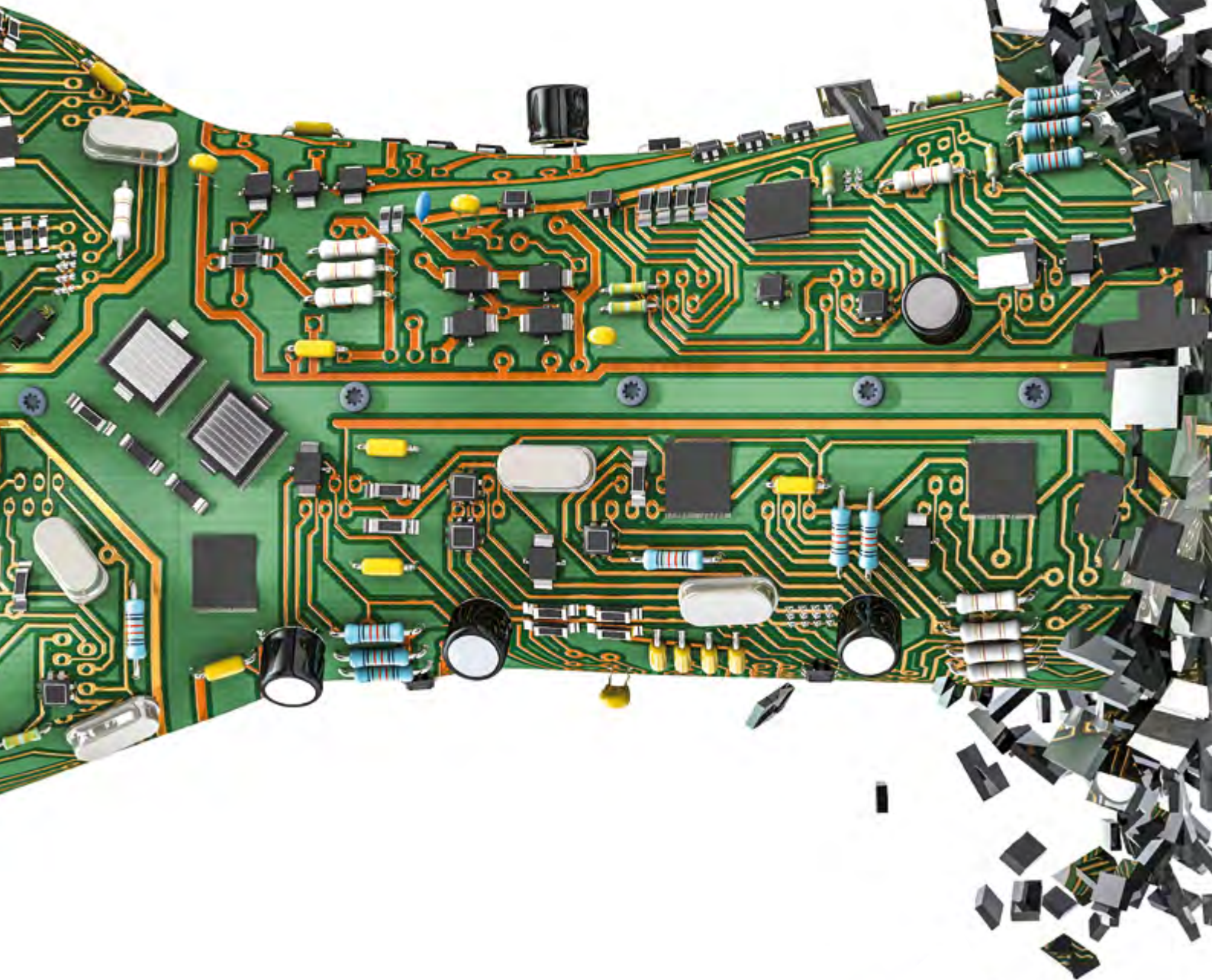
Digitisation Redefined

World Premiere ProDirect



Direct-to-Market, Individualized Packaging Solutions

Wipak's ProDirect provides direct access to customizable packaging solutions at an industrial scale, combining unique, digital printing technology, with optimized ordering processes and high-performance laminates.



Wipak ProDirect

Economical and Sustainable Production of Small Print Runs

With an ongoing demand for shorter product cycles, customized print images, CO₂-neutral packages, efficient use of resources and waste reduction, small print runs have to be produced economically and sustainably. In response, Wipak has developed ProDirect – a new business model which utilises technology perfectly adapted to meet these requirements.

Inkjet Digital Print

- ▶ Automated process – from order booking through to pre-press and print image
- ▶ Production capacity comparable to gravure and flexo-print machines
- ▶ Web width identical to conventional printing technologies
- ▶ Reduced set-up times
- ▶ Ready to use: applicable immediately after printing, no curing times, etc.
- ▶ No colour corrections at the machine

Inkjet digital printing line at Wipak's Walsrode site



"Digitisation penetrates all areas of a business, from purchasing to production, and logistics to sales and marketing," said Enrico Riechert, Business Development at Wipak Walsrode. "ProDirect is going to boost this trend and set new standards, offering Wipak customers flexibility and speed, combined with constant levels of high quality and economic efficiency."

ProDirect Accelerates the Digitisation of the Packaging Market

Wipak's ProDirect is based on new, unique printing technology, which incorporates optimized ordering processes and high-performance laminate solutions. "Print images can be personalized and adapted while the process is already running," explained Riechert. "This is an enormous benefit for manufacturers, who are active on different markets with a large range of products and regional brands. They are now able to immediately respond to trends, customer requests and competitors efficiently and ecologically by producing small batch sizes, such as seasonal or promotional items. Using ProDirect, our customers are able to get exactly the quantities they need, therefore increasing planning reliability."

Paper Laminates: Natural Touch, Premium Design

"In addition to our standard films, we also offer digitally printed paper laminates as part of our ProDirect concept. The sustainable material combinations, which include barrier layers against mineral oils, are attractive for many applications, and can help convey characteristics such as craftsmanship, health or nature as part of a product's marketing strategy."

Customizable Print Images

Print images can be customized and adapted while the process is already running. It is therefore possible to economically and sustainably produce even small batch sizes e.g. for seasonal or promotional items.

- ▶ High-resolution, premium-quality print images
- ▶ Water-based inks that meet food law regulations
- ▶ Solvent-free
- ▶ Sealing resistant inks





Migration-Resistant Material Mixture

“The performance of paper laminates is identical to the performance of pure plastic packages,” Enrico Riechert continued. “When used in combination with extremely low gauge high-barrier films, and laminated with solvent-free adhesives, it is even possible to package products under MAP conditions.”

The strong laminate structures also offer high puncture resistance, providing excellent protection against the migration of mineral oil residues or mineral oil-based printing inks in folded boxes. The paper grades used for ProDirect are FSC®-certified and have been verifiably sourced from responsible forestry.

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Impressively Sustainable

Wipak’s ProDirect technology directly helps to reduce carbon emissions related to both production and the product. At its Walsrode site, Wipak called upon the services of ‘ClimatePartner’ to calculate its corporate carbon footprint. In addition, all direct carbon emissions (according to Scope 1, GHG protocol) have been offset by means of supporting a forest protection project in Papua New Guinea.*

- Protection of resources due to reduced material consumption
- Solvent-free laminates
- Water-based inks
- Reduced stock-keeping
- Lower energy consumption
- Reduction of carbon emissions
- Use of renewable raw materials (FSC® certified paper qualities)

ProDirect for Climate Neutral Packaging

Based on data provided by Wipak’s product carbon footprint calculator, Wipak ProDirect customers are able to offset unavoidable emissions at order level, therefore achieving a climate-neutral package. Certified climate protection projects are available for selection in cooperation with ‘ClimatePartner’. A label displaying an ID number is printed on the packaging material to ensure utmost transparency. Carbon offsets are reproducible by means of QR codes or online via www.climatepartner.com.

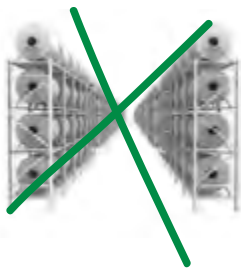


* Track Wipak ID 12374-1703-1001 at www.climatepartner.com

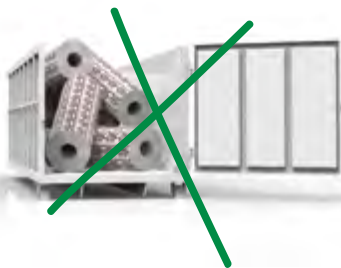
Benefits



- ▶ No printing plate costs
- ▶ Fully automated pre-press



- ▶ Reduction of inventories
- ▶ No remaining quantities in case of print image modifications



- ▶ Reduction of production waste (inks, paper, etc.)
- ▶ Reduction of film waste



What you need is what you get:

- ▶ Short ordering process via WebCenter
- ▶ No minimum quantities
- ▶ Short delivery periods
- ▶ Efficient printing of small and medium-sized runs



The Versatile World of Flexible, Thermoformable Films

Thinner, more efficient, more sustainable: Wipak's range of flexible and thermoformable films offer the potential for environmentally-friendly and economically efficient food and medical packaging solutions. Thanks to new material structures, it will be possible to reduce film thicknesses up to 20 percent. This is 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 opportunities for product presentation thanks to their unusual clarity and transparency.

SC (XX) PA & SC (XX) Plus

- ▶ 50–150 µm
- ▶ Thermoformable Bottom films/Lidding film

SC (XX) PA & SC (XX) PA Plus

- ▶ 250–300 µm
- ▶ Thermoformable bottom film

SuperClear and FitForm

Wipak's new production line in Nastola, Finland, expands our range of food and medical packaging products, and creates the foundation for a new generation of film, including our 'SuperClear' and 'FitForm' solutions. The new line offers new capabilities for the production of flexible, thermoforming films, with Wipak customers benefiting from solutions that enhance sustainability, efficiency and performance. And, it pays to know that the functionality of these thinner structures is exactly the same as our thicker structures.

Applications

- ▶ Superior thermoforming packaging material for wide variety of products
- ▶ For vacuum and modified atmosphere packaging

Advantages for Converter

- ▶ Fast forming and sealing on packaging lines
- ▶ Less film curling and better form stability
- ▶ Sustainable and cost-effective by downgauging
- ▶ Excellent transparency and clarity
- ▶ High puncture resistance
- ▶ Good UV and humidity barrier for food safety

Shelf Ready Case Examples



High Standard + Barrier

The ultra-transparent SuperClear scores high with excellent rigidity, stability and back shrink properties. The flexible film tightly covers the product like a second skin and is available as a high barrier solution as well.



High Standard

Glossy and ultra-transparent PA/PE films with excellent thermoforming properties, even available as high-glossy SC PA PLUS solution. Broad application range in vacuum and MAP packaging solutions, with proven down-gaging potential.

Food Service Packaging Case Examples



Standard + Cooking/Pasteurization

Combitherm film for cooking applications up to 110°C/1h hours, available transparent or colored, high puncture resistance, lidding and thermoforming bottom film available as peelable version, temperature-resistant.



Standard + Moisture Resistance

Excellent forming properties to guarantee even wall thickness uniformity across the whole cylindrical shape; Adjusted CO₂ transmission to enable needed maturing process. Suitable for all thermoforming application requiring good color coverage due to challenging forming conditions; High color opacity; All PMS colors available upon request.





WINfresh Skin Films

Top Performance at Low Temperatures

Highly transparent, glossy and efficient to process: Wipak's new Skin Films are the latest addition to a wide portfolio of fresh meat packaging products. Available in thicknesses ranging from 75 to 150 µm, the films ideally adapt to the product contours, even at low temperatures.

Depending on the packaging line, WINfresh Skin Films can be processed at temperatures up to 50° Celsius below the temperature required for standard films. This means that energy costs can be reduced and the products are treated more gently during the packaging process. And, thanks to their unique transparency and glossy look, the films visibly enhance the look and perceived value of the packaged products at the POS.

For the turnkey package, Wipak provides thermoforming bottom films in black, gold and white, with paper and FleeceForm.

- ▶ **Soft peel: easy opening**
- ▶ **Film tightly fits the product**
- ▶ **Efficient processing at low temperatures**
- ▶ **No squeezing of the product**
- ▶ **Marginal formation of crinkles or bridges**
- ▶ **Thickness 75, 100, 125, 150 µm**
- ▶ **Extended shelf life, comparable to MAP due to no oxygen/reliable vacuum**
- ▶ **Ideal product presentation: great transparency and gloss**

Invisible Bar Codes: Wipak Expands its Know-how and Application in Europe

The digitisation of the retail trade is moving quickly, with a major focus on invisible bar codes, and new opportunities being created for POS marketing and package design.

Shopping is becoming easier, faster and more convenient as it is no longer necessary to focus the scanner on the barcode. What's more, intelligent functions can now be integrated in the package, providing added value to retail chains and brand manufacturers, and allowing them to rise above the competition.

Wipak is one of the leading pioneers of interactive packaging in Europe and is expanding its know-how

and application of invisible coding. The Company is implementing the innovative invisible bar code technology into its packaging solutions, with codes being generated by the US technology firm, Digimarc, before being integrated into packages using gravure or Flexo-print technology. Repros are also produced by Wipak.

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The impact of food law on package development and film production can be a complex subject. Wipak's Dr. Angela Berner recently presented a special seminar, which gave an overview of the current legal situation, European standards, and practical information that related to the food packaging industry. The one-day seminar was held at Wipak's Walsrode site in mid-March.

Know-How Powered by Wipak

Seminar Program: Hands-on – Comprehensive – Informative

From systems engineering, film production, environmental protection and disposal, to new packaging concepts and design trends: Wipak seminars cover the entire value chain of the packaging process.

Our trainers are knowledgeable packaging professionals with hands-on experience in areas such as production, development, technical services, printing and pack design.

We can also develop bespoke seminars and arrange in-house workshops for your company, working with you to tailor the content.

► **Contact and registration:**

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TWINfilm & TWINSEALfilm

- Patented solutions for reclosable flowpacks
- No investment required for packaging systems
- Pre-made reclosing provided in the film system
- Works with any packaging line
- **NEW: TWINSEALfilm** with longitudinal seal for high leak tightness and extended shelf life – ideal for meat and sausage products

► **Additional information and contact:**
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With Twinfilm, the reclosing is integrated by means of adhesive tapes that are already built in. The laminate film is available as a roll and can be processed using any packaging machine.





T-Peel Films

The polyester-based lidding films are suitable for APET and CPET trays and provide easy opening. T-Peel does not require any PE sealing layer in the bottom film, thus saving material. Trays made of mono material are easier to recycle.



Repak® Lidding Films

have been optimized for mono materials. With a barrier, this system is particularly suitable for sliced sausage and meat products.

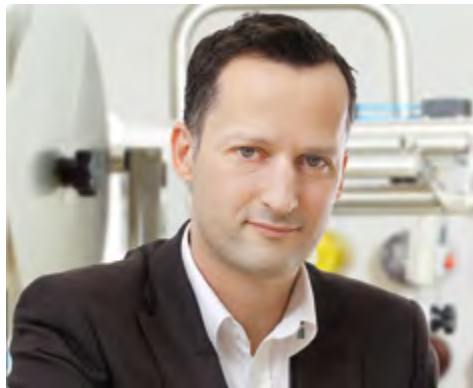


Mono APET Films

Tightly sealing mono APET film for portion packs.

Mono Materials – Interview with Andreas Bergmeier

“We are working on mono materials for lidding films.”



Andreas Bergmeier,
Head of Development and
Technical Service, Wipak Central

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Mono materials are of vital interest to the packaging industry. What solutions can Wipak offer?

“Wipak has been a trusted partner for mono APET-based solutions for many years. We offer a peelable lidding film and a reclosing film which can be sealed to mono trays, providing a secure seal.

Our portfolio also includes a tightly sealing mono APET film and a unifill portion pack made of mono-polyester with high seal integrity.”

Which projects is Wipak currently working on?

“Apart from paper solutions, we are also working on being able to offer mono materials for lidding films. Here, the oxygen barrier is a key challenge. As the main point is to avoid oxygen getting to the product, we are working on several solutions, including oxygen absorbers.

Other applications include top forming solutions i.e. peelable and thermoforming mono polyester films and unifill solutions.”

Wipak Group Sales & Marketing

Christoph Schwalvenberg

joined Wipak on March 1, 2017 as Sales Manager DACH. Christoph has a wealth of experience in sales and marketing, with roles such as Head of Sales: Converter Foil and Technical Products, and Commercial Manager at Alcan/Novelis in Germany. In 2010 he joined Constantia Aloform GmbH as Head of Sales, before becoming Managing Director for the firm.



► **Contact:**

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David Alquier

was appointed as Business Development Manager South on January 1, 2017. David has worked for Wipak for a number of years and has a great understanding of the Group's product range thanks to his sales and key account responsibilities in France.



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Spouted Pouches

The Future of Cans and Bottles

Spouted pouches have all of the benefits of a stand-up pouch, but with the added advantage of a screw cap spout. These spouts come in a range of sizes, angles, colours and formats, and come with or without tamper evident features.

Sealing these pouches into bespoke shapes that complement the graphics can make for great shelf appeal and consumer convenience. Retortable options are also available.



MP TF Peel

Designed to Seal and Peel with Uncoated Tyvek®

WIPAK® MP TF PEEL, unique rigid forming bottom web, is sealing and peeling cleanly with uncoated Tyvek®, allowing MDM's shorten sterilization processes considerably bringing operational total cost savings. Additionally its new sealing layer allows the change from coated Tyvek® to a non-coated version which results in considerable material savings as well. Rarely is patient safety enhanced such a way that it also helps medical device manufacturers to improve their operational efficiency and save money.

MP TF Peel permanently and reliably protects top-quality medical devices. The risk for loose coating particles is removed using uncoated Tyvek®, and if no coating, no yellowing during the time, as most of the coatings tend to do today. In addition, due to improved breathability of uncoated Tyvek®, the risk of toxic EO residuals is reduced.

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Increased in Quality

FITFORM is now Available

Wipak invested about 20 million Euros at the Nastola facility for the expansion of production capacities. The new line has been officially put into operation in early September and it operates in isolated production area utilizing automated processes maintaining high quality. Line creates the foundation for new generation of films, one being flexible thermoforming film called FITFORM.

FITFORM is a thermoforming 11-layer film for packaging and sterilizing of medical and surgical items. It is sealable with uncoated and coated medical grade papers, coated Tyvek® and polymer top webs with appropriate sealing layer. It is available from 50 microns up to 220 microns. Suitable for EO and irradiation.

Wipak® FITFORM provides excellent optical properties and outstanding resistance to pinholes. Resistance to pinholes is very important in order to pass demanding transportation tests.

New Innovative Sterile Barrier Packaging Solution for Procedure Sets

Wipak has developed – beside the traditional Windowbag with removable header – a second generation Windowbag utilizing uncoated Tyvek®. It offers the most convenient aseptic opening and sterile presentation. This new design meets the highest requirements of medical device manufacturers, giving wide peelable film-to-film window for opening and removing the content as well as strong bottom seal to prevent broken seals during packing and transportation. DuPont™ uncoated Tyvek® used as breathable part gives faster air removal and there is no contamination risk from loose particles of coating. Windowbag G2 is now available.



Tyvek® is a DuPont™ registered trademark

Malton Foods



Wipak Site Collaboration Strengthens Customer Relationship

A collaboration between Wipak Bordi and Wipak UK has helped to reinforce the Group's relationship with key UK customer, Malton Foods – a leading manufacturer of shelf stable ready meals, sauces, sides and snack products for British supermarkets and own label products.

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ATEF Flexo Award 2016 for Wipak Iberica

Wipak Iberica won first prize in the 'Flexible Packaging' category thanks to its excellent print quality.

The judges were highly impressed with the site's entry – a new packaging design for a sport nutrition protein powder. Daniel Carrillo (left) and Raul Moreno from Wipak Iberica accepted the award in Barcelona late last year.



2017

Schedule

Fairs and Exhibitions – Come and Visit Us!

FOOD

Agroprodmas
Moscow | Russia
10–14 October 2017

HEALTH

CMEF

Shanghai | China
15–18 May 2017

Medtec China

Shanghai | China
20–22 September 2017

WFHSS

Bonn | Germany
04–07 October 2017

Compamed

Dusseldorf | Germany
13–16 November 2017

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