

Success Story

INNOVATIVE PP BARRIER FILM FOR MODERN CONVENIENCE PACKAGING



The requirements for modern food packaging are continuously increasing. In addition to product protection, shelf life, and sustainability, design and functionality are becoming increasingly important. Especially in the fresh convenience sector, such as sandwich packaging, manufacturers require sophisticated solutions that combine outstanding visual appeal with high technical performance.

A leading manufacturer of fresh sandwiches faced exactly this challenge. The goal was to develop a packaging solution capable of achieving a complex and difficult-to-form geometry while providing maximum product visibility and extended shelf life. Conventional materials quickly reached their limits, particularly when producing the desired deep-drawn shape with pronounced contours and sharply defined edges.

The solution: VISTAFORM® X from ETIMEX.

Thanks to its unique extrusion technology, VISTAFORM® X offers exceptional material properties specifically developed for demanding thermoforming applications. Even complex thermoforming geometries can be produced with high precision and process reliability, providing a significant advantage in industrial-scale production. Draw depths of up to 90 mm with a film thickness of only 300 µm demonstrate the material's outstanding performance capabilities.

Another key benefit is its significantly reduced material density. Compared to conventional solutions, weight savings of more than 35% can be achieved while maintaining the same initial film thickness. This not only lowers material costs but also improves the environmental footprint of the packaging.

VISTAFORM® X also sets new standards in appearance. Its brilliant transparency, comparable to APET, ensures optimal product presentation at the point of sale. Fresh ingredients, appealing layering, and the premium quality of the sandwich become immediately visible to consumers, creating a clear competitive advantage in refrigerated retail environments.

In addition, the material offers integrated barrier properties. Alongside excellent water vapor barrier performance, the incorporated EVOH (ethylene vinyl alcohol) layer provides outstanding oxygen barrier protection. This combination significantly extends shelf life by minimizing gas exchange and preserving product freshness. For sensitive, freshly prepared foods, this is a crucial factor in maintaining quality and food safety.

A particular advantage with regard to current regulatory requirements is the PP-EVOH-PP structure of VISTAFORM® X. This design allows the packaging to be classified as fully recyclable under the applicable PPWR requirements. As a result, the material combines high barrier performance with future-proof circularity, an increasingly important consideration for both brand owners and retailers.

VISTAFORM® X also excels during processing. The high-performance material runs efficiently and reliably on modern thermoforming equipment. Notably, it can be processed on most machines originally designed for APET, even when using simple top-side heating above the forming tool. High production speeds, excellent reproducibility, and low scrap rates enable cost-effective manufacturing at the highest quality standards..

Furthermore, VISTAFORM® X is highly versatile. With appropriate formulations, the material is suitable for frozen food applications. It is also pasteurization-resistant and can even withstand sterilization processes, opening up additional opportunities across a wide range of food packaging applications.

The result: an innovative sandwich packaging solution that perfectly combines design, functionality, sustainability, and production efficiency while meeting the demanding requirements of both manufacturers and the market.

More information at:
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