etimex

PRIMARY PACKAGING
EVERYDAY & EVERYWHERE

Customer Success Story

FROM ALUMINIUM LIDS TO A MONO-MATERIAL SOLUTION: VISTALID® MAKES YOGURT PACKAGING RECYCLABLE

How can yogurt packaging be made more recyclable without fundamentally changing the established packaging concept? With VISTALID®, ETIMEX Primary Packaging GmbH has developed a PP-based lidding film that can replace conventional aluminium lids. This allows Etelser Käsewerk GmbH, a family-owned company with a longstanding tradition, to now produce cups and lids from the same material, thereby improving the recyclability of its packaging.

With the PPWR, the new EU Packaging and Packaging Waste Regulation, the packaging industry faces the challenge of further developing existing solutions in order to improve recyclability. Companies across various industries are therefore looking for alternatives that can be integrated into established packaging concepts.

For the dairy and food industries, the familiar yogurt cup is a good example of packaging with potential for improvement. Today, yogurt cups are already made predominantly from polypropylene (PP). However, aluminium is still frequently used for the lid. The combination of these two materials results in a multi-material packaging solution.

A flexible film designed for a wider range of applications

The Swiss packaging manufacturer NYCO Kirchberg AG was therefore actively seeking a mono-material solution based on polypropylene. NYCO consequently joined forces with ETIMEX to launch a joint development project.
As part of this project, ETIMEX developed VISTALID®, a PP-based lidding film that replaces the aluminium lid previously used. As a result, both the cups and the lids could be manufactured from polypropylene, creating a mono-material packaging solution.





However, the project involved more than simply selecting the right material. The film also had to ensure reliable processability and meet the requirements of existing packaging processes, including printing the roll stock at NYCO. Another particular challenge was ensuring film's flatness, as insufficient flatness of the die-cut parts can lead to processing difficulties.

The development work paid off: Following the successful development process, NYCO was able to convince Etelser Käsewerke GmbH of the benefits of the mono-material solution. The company was then able to replace the aluminium lids on its cream cheese packaging, thereby converting the entire packaging into a PP mono-material solution without having to fundamentally change its established packaging concept.

A solution for the packaging of tomorrow

The development of VISTALID® demonstrates how existing packaging concepts can be strategically improved without fundamentally changing familiar packaging designs or established manufacturing processes.

This solution is by no means new: ETIMEX and NYCO have been collaborating on its implementation for several years, and the PP-based lidding film has already been successfully used by Etelser for the past two years. Etelser also relies on PP mono-material solutions for its cooking cheese cups in the retail sector. This demonstrates the versatility of PP mono-material packaging across a wide range of food applications.

More information
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