

● Point of Sale

The iconic ice cream brand Ben & Jerry's recently underwent a brand transformation to its packaging to increase clarification amongst its premium ingredients without losing the personality commonly associated with its whimsical flavor combos. The end result? A more unified messaging which helps create a more consistent and up-scale look across all packaging, otherwise known as the "flavor tower" motif.

Originally sold from an ice cream parlor in Burlington, Vermont, Ben & Jerry's is now sold all over the world across more than 5,000 locations with annual sales revenue of \$132 million. The successful company still saw a need to update their packaging by enlisting the help from Pearlfisher New York.

The new design takes most of the existing visual ingredients of the brand and presents them in a new way that will retain its familiarity on the shelf, but provide a fresh presence for the die-hard fans and consumers.



Before



After

Excerpted from packagingdigest.com

● Point of Interest

Oppportunities, Inc. is BOOMING with News & Announcements!

Welcome New Staff Member - Peggy Foth

Job Title: Director of Operations

Staff Advancement - Traci Logothetis

Job Title: Business Advancement Manager

Launch of New Website!

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The new and improved website is easier to navigate, has a fresh new look, and has updated information/news. We encourage you to check it out!

Contact
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Opportunities, Inc. Packaging & Assembly division is advancing!
For any questions, contact Ken Maciejewski at 920-723-2845.

● **Point of Service**



Autopoint, Inc., located in Janesville, Wisconsin, produces American made twist action mechanical pencils, as well as both traditional and unique writing instruments. They recently added stylus tip pens to their line of work and are pleased to offer the widest selection available.

Autopoint and Opportunities, Inc. share the same vision: to produce quality products. Their newly acquired partnership of nine months has been exceptional for both parties. Jason Bender, President/Owner of Autopoint, Inc. stated, *"We sell quality products; people expect that quality from us and it is important that our subcontractors are held to the same standard. Labor and equipment are the two greatest benefits to working with Opportunities, Inc. Their equipment for packaging far exceeded the capabilities of our facility, this allowed us to develop packaging and get the product out to the customer quicker."*

When asked what quality Autopoint likes best in working with Opportunities, Inc. Bender responded, *"The responsiveness. The staff at Opportunities, Inc. have been there every step of the way when I needed something. They have been excellent at adapting to the quick turnaround needs and slight adjustments. They have been fair in dealing with issues and I expect to have a long relationship with them as we move forward and grow. Opportunities, Inc. has been a great vehicle for Autopoint to expand our business."*

Autopoint is not only a vibrant company that is making way for future growth, but they are also very supportive in providing vocational training opportunities to individuals with disabilities and other life barriers.

● **Point of Progress**

The need for low migration packaging...and compliance.

Low migration packaging has become an important issue for brands seeking packaging that satisfies the need for food safety, as well as environmental health and safety. The term "low migration" refers to packaging whose constituent ingredients - such as printing inks, coatings and adhesives inks - exhibit very low odor, off-flavor and migration levels, so that they won't have a negative effect on the safety of the product inside the package.

The issue, while affecting pharmaceutical, personal care and other industries, has "far reaching implications to anyone in the supply chain of food packaging," said Greg Pace, manager, global regulatory compliance and product stewardship with packaging supplier Sun Chemical, in a recent presentation. He started with an explanation of the two basic ways migration occurs:

- **Penetration migration** from the printed to the imprinted side of a package substrate; and contact migration in which ink transfers itself from the printed side to the unprinted side of material in a stack or roll.
- **Gas stage migration**, which includes evaporation and vapor transfer of volatile materials when consumers boil, make or otherwise heat a package; and condensation migration through steam distillation, also during heating.

Requirements are "evolving faster that I think that the raw material supply chain can keep up with," Pace said, noting that suppliers must now be "aware of not only the business we're in, but the business up stream and the business downstream."

Guidance & ordinance

Who decides the "musts" relating to the acceptable chemicals and thresholds for migration? The marketplace and government; requirements are evolving, and cover topics such as the following with regard to food contact applications of low-migration packaging:

- Chemicals must not migrate into the food at unacceptable levels
- Unapproved chemicals must not be used, and
- Approved chemicals at acceptable levels must not have an unintended effect on the food.

In the last 18 months, Pace noted, the U.S. Food and Drug Administration's latest issuances that show its concern on the matter: The agency tightened guidelines for infant formula packaging based on new toxicological studies of infants from birth to six months. Regulators discarded the old model, he said, because they used the same model of exposure for infants and adults, the impact of ingesting chemicals is "accelerated and exacerbated" for infants, since they can derive most or all of their nutrition from commercial baby formulas.

Excerpted from www.packworld.com

