

Pack Points

Sale | Service | Interest | Progress

Quarterly E-Newsletter

● Point of Sale

Novel tea steeped in packaging innovation

Montebello Packaging introduced its uShape blow-molded aluminum bottle technology in February, which has been in development for 10 years.

The advantage of the patented uShape technology is the ability to create aluminum bottles with shapes previously possible only with PET, with the features and functionality of aluminum. To create uShape, Montebello partnered with Novelis, taking their patented technology and building upon it. The bottle is made from impact extruded aluminum that is turned into a preform and blow molded “in any shape you’d like,” said Betty Jean Pilon, President of Montebello Packaging. This includes flutes and asymmetric shapes.

She added that the process is very quick, and the molds are inexpensive. Another advantage is that Montebello can produce minimum runs of 30,000 pieces versus the hundreds of thousands required by traditional can manufacturers.

The bottles can be dry offset printed by Montebello in up to nine colors and can include matte and gloss finishes, metallic and specialty inks, and a variety of base coating options. The bottle can also be embossed or debossed and can accommodate ROPP, crown, and ring-pull closures.

Montebello has taken the concept out to the market in the last six months, receiving technical innovation awards in both the U.S. and Europe. According to Pilon, several customers are now in stability testing with the new bottle.

uShape is suggested for a range of applications, including energy and sports drinks, dairy beverages, iced tea and coffee drinks, and carbonated soft drinks, among others. “Craft brewers love it,” said Pilon. “They can do short runs and it is very cost effective. The biggest cost is not the process, it’s the aluminum.”

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Excerpted from www.packworld.com

● Point of Service

Delafield Brewhaus Notes Opportunities, Inc.'s Efficiency

Delafield Brewhaus, located in Delafield, Wisconsin, is a restaurant and microbrewery offering house brews and American fare. For nearly 7 years, they have been utilizing Opportunities, Inc.'s packaging, print, and community employment services.

Eric Knutson, General Manager at Delafield Brewhaus, stated, "The greatest benefit to working with Opportunities, Inc. is the speedy and accurate work that is performed by their team. I have used their services many times and they consistently exceed my expectations. They are professional and accountable to a T."



When asked whether it's important for Delafield Brewhaus to partner with Opportunities, Inc. for the benefit of indirectly providing training services to individuals with barriers, Knutson answered, "It is of great satisfaction knowing that we are assisting individuals with barriers and giving them the confidence and self-esteem that will help them further develop as productive members of society. Opportunities, Inc. is a wonderful support network of sorts that goes beyond the work place."

Opportunities, Inc.'s partnership with Eric Knutson and his Delafield Brewhaus team is commendable across the board. It is business partners like this that enhance the organizations success to provide training and employment within our community. It's a win-win for all!

Knutson finalizes, "I can't emphasize how efficient the team at Opportunities, Inc. is. I am continually impressed with the manner in which they conduct their business in order to satisfy their customers. I have never been disappointed with the workmanship; we expect the best and Opportunities, Inc. delivers! I would not hesitate recommending Opportunities, Inc. to any business that seeks their services.

Learn more about [Delafield Brewhaus](#).

● Point of Interest

Bundle Wrapping

Bundle wrapping is a great package choice for consumer product companies that want to produce multi-packs and variety packs with attractive promotional messages targeted at retail and club store markets.



This type of package is ideal for plastic and glass bottles, cans and jars and many other things. Opportunities can shrink bundle your product in clear film or print-registered polyethylene film. Bundle wrapping your product with printed film gives great flexibility to quickly change couponing and advertising messages.

Additional Services for Your Needs!

- Warehouse & Logistical Services - Store raw components/safety stocks, ship direct!
- Print & Copy Services - i.e. instruction sheets, labels, and more!
- Inspection & Sorting/Rework

Printed Bundle Film - [Click here to learn more!](#)

Contact us for your bundle wrapping needs!



● Point of Progress

Dual-ovenable hybrid food tray is MAP ready

First paper-based modified atmosphere packaging food tray in U.S. uses plastic coatings for barrier and shelf life, withstands frozen distribution and reheating in conventional and microwave ovens.

Retail and foodservice brands have a new food packaging option: The DeLight paper-based tray with modified atmosphere packaging-level barrier protection. It's also a source-reduced alternative to traditional boxed plastic tray packaging for frozen foods and allows direct on-tray printing for a heightened presence in any outlet retail or otherwise.



The tray is supplied by sustainable food packaging-driven thermoformer PinnPACK, which acquired the rights as the exclusive North American manufacturer and distributor of DeLight Ltd.'s first-of-its-kind hybrid tray that's made using renewable paper sources enhanced with plastic polymers.

Compared to current pressed paperboard products, the DeLight tray provides improved sealability and value-added functionality as the first MAP-capable paper-based tray. In addition to its barrier properties, the tray withstands frozen distribution and microwave or conventional oven reheating.

Jason Farahnik, director of the new PinnPACK division in Oxnard, CA, tells Packaging Digest "our DeLight tray is unique in that it is the first dual ovenable, freezer safe paper based tray that is also suitable for MAP applications. Additionally, it's our belief that brands want a stronger way of expressing themselves. The marketing possibilities with DeLight are endless as we are able to print photo-resolution imagery directly on the tray, which is currently not possible with the CPET (crystallized PET) and polypropylene trays that dominate this space."

Recycled content, 20 SKUs available

The paperboard is specially coated with a formulated PET or PP depending on the application. "We offer trays with recycled content," he adds.

PinnPACK has more than 20 production-ready DeLight SKUs available and the company continues to add new tooling based on customer demand, PD has learned. Standard sizes range from 8oz to 54oz along with a specialty 100-oz foodservice tray.

"Our customer base is extremely excited about this offering," Farahnik says, "beyond the fact that this expands our portfolio, allowing us the ability to become a full-spectrum provider of food packaging that permits our customers to differentiate themselves. There are commercial DeLight customers currently in

Europe and Australia. For the U.S., we only recently acquired the rights and have brought the package to our sales force and customer base. Many are excited about this and have begun testing.”

The breakthrough format continues a tradition at the forward-thinking company, which has been an innovator in packaging for produce and bakery items, highlighted by its use of post-consumer recycled PET (rPET). It is a subsidiary of CarbonLITE, the world's largest bottle-to-bottle recycling company, which recycles more than four billion plastic bottles annually.

"It's important for us to approach the issue of sustainability head on to help preserve natural resources," Farahnik explains. "By using DeLight, customers are able to reduce their overall packaging requirements. The ability to print high-quality images directly on the tray eliminates the need for carton sleeves and boxes, a significant value proposition moving forward."

For more information visit www.pinnpack.com. To inquire further about the DeLight hybrid foodservice tray, email Jason Farahnik at jason@pinnpack.com.

<http://www.packagingdigest.com/>

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