

Summer 2014

Pack Points...

Point of Sale

In searching for a stronger-looking bottle on-shelf with more eye appeal, Envirocon Technologies developed a new design for their LemiShine Rinse dishwasher detergent additive. The packaging, dating from 2007, had a lackluster appeal and the product was being lost on the shelf. The p-s labels also lent distortion to the package graphics.

Envirocon partnered with a vendor that designed a new and improved "superhero silhouette" bottle. The new bottle features a tapered, oval silhouette with a broad shoulder, narrow base, and ergonomic waist that comfortably fits in the hand. It has a full-body shrink-sleeve label and is perforated at the neck for easy opening. Not to mention a no-drip spout to prevent leakage when turned upside down.

The new bottle, launched in September 2013, resulted in double-digit sales growth for the product!



Previous



New

Excerpted from packworld.com

Point of Interest

Blister cards allow the consumer high-visibility of your product without sacrificing security. This form of packaging provides ample room for graphics and product information.

Blister cards are a cost effective alternative to "plastic intensive" packaging such as clamshells, while still offering a similar look. In light of rising petroleum prices, many of our customers have chosen to make the switch to blister cards in order to *reduce packaging costs by up to 60% and to eliminate up to 75% of the plastic* from their packaging for a more environmentally friendly offering.



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Ken Maciejewski at 920-723-2845 or
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Give Ken or Cathie a call for more information!

Find more information on blister cards online at
http://oipackages.com/blister_cards.html

● **Point of Service**



Dickten Masch Plastics is a thermoplastics and thermoset manufacturer in Nashotah, Wisconsin that not only offers advanced processing capabilities, but also provides technical expertise to execute every project flawlessly and cost-effectively. They are committed to helping customers throughout the value stream by providing engineering and design support, world-class materials analysis, high-quality tooling, rapid prototyping, experienced project management and an array of value-added secondary operations.

For over 10 years, Opportunities, Inc. has partnered with Dickten Masch Plastics on an assortment of assembly inspect and rework projects. Rick Scholzen, production and inventory control manager at Dickten Masch Plastics, noted, *"We utilize the skill set of the Opportunities, Inc. team to supplement our operations. This is especially beneficial in a market where we are growing and labor and good workers are more challenging to find. We can always rely on Opportunities, Inc. to support us."*

Through the close and growing partnership, Dickten Masch Plastics has provided numerous training opportunities to individuals with disabilities. *"It makes for a good relationship knowing that we can help the community, individuals and Opportunities, Inc. grow as well. They [Opportunities, Inc.] are a great company to work with; they provide a service to us and to the community at the same time."*

Opportunities, Inc. is honored to assist companies such as Dickten Masch Plastics with their packaging needs and is looking forward to having a long standing partnership for years to come!

● **Point of Progress**

Flexible Packaging

With a growing focus on convenience and sustainability, traditional pack types are being replaced by innovative and flexible options designed to meet these consumer needs. The flexible packaging market is estimated to be worth \$351 billion by 2018, meaning that it is rapidly gaining market share from other sectors such as traditional rigid packaging.

So, what sets these products apart from the rigid packaging we are more used to seeing on supermarket shelves?

1. Lightweight

The bottled water sector is a prime example of a market in which materials have gotten lighter and lighter over time, producing less waste. Some of the newer PET bottle-filling technologies are designed to transport the bottle through the cycle via the neck, a breakthrough which will also allow the introduction of pouches using the same technology. This is forecast to occur in 2014, and the use of pouches would allow water companies to reduce their packaging weight by 50 percent.

2. Ease of decorating

Part of the total cost of any rigid package is the label, and these are applied as part of the filling process. Labels are supplied from a different supplier than the bottles, meaning that they often become a bottleneck in the filling process.

With flexible packaging such as pouches, the converting of the pouch generally includes full printing features along with the lamination of the films if necessary. This printing only marginally increases the cost of the pouch and has no effect on the filling process itself. Printing options for flexible packaging are endless, and can be instantaneously changed if required.

3. Barrier properties

One of the main advantages of flexible packaging over rigid packaging is the ability of the company to "dial-in" the appropriate barrier for the product and end-use. Many products, such as juices, wines, and milk, require a reasonable oxygen barrier. Bottles made from PET, glass or multi-layer paperboard laminates provide a barrier for all products whether it is required or not.

A flexible package can be supplied with barrier properties that can provide anything from moisture and aroma protection to essentially the same barriers as glass. New flexible materials such as styrene-acrylonitrile (SAN) have been developed as foil-replacement. SAN is tough even in thin layers, and recent production methods have improved the flexible properties of this resin.



NuVino's single-serve pouched wine

4. Packaging variation and dispensing

Packages made from flexible plastic films can be made into practically any shape imaginable, and the inclusion of handles, fitments and opening features is quite straightforward. Today's pouches often have advanced dispensing functions such as screw-top caps and laser-scored tear features. Flexible packaging can also be used to enhance rigid packs; an example being shrink labels used for plastic bottles. These labels not only provide attractive decoration features, but also additional levels of barrier protection against oxygen or light.

5. Larger sizes

As technology has improved, the flexible packaging market size has increased and the ability to produce packaging of ever-larger sizes has become possible. Larger retail flexible packages are now becoming the norm as consumer packaged goods and retail outlets alike take advantage of larger-format packaging. For example, the classic paperboard carton and unprinted flexible liner used for dry cereals is rapidly being replaced with flexible pouches incorporating high-end graphics and easy to reclose features. These packages are typically much larger.

Excerpted from www.packagingdigest.com

