

Challenge Accepted.

FOOD PACKAGING ADDITIVE SOLVES A STICKY SITUATION



» CASE STUDY: ONCAP™ DENESTING ADDITIVE SOLUTIONS



NON-STICK SOLUTION REDUCES FOOD PACKAGING WASTE AND CUSTOMER COMPLAINTS

THE CHALLENGE

A leading sheet producer faced a challenge when one of its largest customers, a food packaging converter, received end-user complaints that its food packaging trays were difficult to separate because they tended to stick together. Busy consumers complained that sticky trays, used for self-prepared salad bars at a local grocery store chain, were a hassle and source of frustration. In addition, the grocery store was regularly discarding trays that stuck and fell on the ground, leading to unnecessary waste. To solve this issue, the converter required immediate action from the sheet producer. The objective was to meet specific denesting requirements consistently throughout the packaging without changing the original design, and to do it in a very short time frame.

Because the trays were regularly handled by consumers and filled with food, it was very important that any changes made to the material would not jeopardize the packaging's FDA compliance.

The sheet producer began experimenting with material changes in-house, but struggled to achieve consistency of release. The company was running out of time and facing the reality of being unable to deliver an effective solution and, ultimately, losing the account.

THE SOLUTION

The customer approached Avient with its dilemma. The Avient team quickly went to work formulating a custom OnCap™ Denesting additive solution, which was optimized to solve the issue of packaging trays sticking together while also delivering a consistent, easy release that exceeded the brand owner's expectations.

Instead of requiring a very expensive and time-consuming packaging redesign, the additive technology enabled the customer to use the existing design and quickly resolve the issue. Even more importantly, the additive technology met FDA-compliance, so the improved packaging was delivered without any service interruption to the end customer, saving the converter thousands of dollars in packaging redesign efforts, and solidifying the sheet producer's relationship with their valuable customer.

THE IMPACT

While the OnCap Denesting additive solution was developed initially to satisfy the needs of the converter, it was so effective that the sheet producer has plans to incorporate this technology into its entire portfolio of packaging solutions.

This additive technology has proven effective for use in other applications such as a mold release during thermoforming, helping to reduce processing interruptions. It can also be an ideal choice to help reduce picking errors with auto and manual fill machines, decreasing waste and limiting production downtime.

Avient offers OnCap™ Denesting additive solutions to enable effective package separation and improve manufacturing operations such as mold release during thermoforming and packaging pick and place operations.

To learn more about OnCap additive solutions, contact Avient at +1.844.4AVIENT (1.844.428.4368).