

# Food Packaging Solutions

A selection of labeling products to help brands respond to leading consumer trends in the Food industry



The COVID-19 pandemic has changed the way consumers buy food, and that change stands to be a lasting one. Many have discovered the joys (and challenges) of preparing meals at home. In turn, they've become even more discerning shoppers at the grocery store.

So it's never been more critical for food packaging to not only help brands stand out on store shelves, but help them deliver even more value to the consumer.

# Shelf appeal and functionality

Avery Dennison Food Solutions is a broad range of products curated from our larger portfolio of label and packaging materials. These are designed to help brands not only create shelf appeal that attracts buyers, but deliver the packaging functionality that consumers increasingly expect.

## In harmony with emerging trends

Our Food Solutions can help converters and brand owners respond to emerging trends in the food industry:

- **Convenience** — More people are cooking at home, and meat and poultry brands are likely to benefit. Brands are appealing to time-pressed home chefs by developing easy-to-use products and packaging formats designed for various cooking methods.
- **Rise of private label** — A growing number of consumers consider private label brands to be as flavorful and healthful as national brands. Private label brand owners can create a strategic advantage by putting even more focus on their packaging structure, artwork, and messaging.
- **Sustainability** — Plastic packaging continues to play a leading role, even as consumers stress their desire for sustainability. Brands have an opportunity to rethink packaging design to favor recycled/non-virgin material, use less material overall, and be easier to recycle after use.
- **Transparency** — Consumers increasingly expect information about how their food is produced, where it comes from, and how it's kept safe. Brands can take advantage of solutions to help them assure customers their foods are sustainably and ethically made, authentic, and have not been compromised in any way.
- **Well-being** — In uncertain times, food brands are putting a renewed focus on innovations that contribute to consumers' health and immunity. Packaging must communicate this clearly.

# Functional packaging solutions

Our functional packaging solutions deliver what consumers increasingly seek out in their local grocery store aisles: freshness and storability, ease of use and convenience, all combined with greater sustainability.

## **A superb choice for the popular stand up pouch format**

Stand up pouches have grown in popularity for a wide variety of food items. It's little wonder why. They offer versatility, functionality, and variability of shape. Our recyclable option is manufactured in a plant that runs on solar power, and has been pre-certified for use in the How2Recycle program. Pouches also enable sustainability through the use of less packaging material and more units per shelf space as well as allowing for more product on trucks, reducing emissions.

Our Stand Up Pouch Portfolio includes white, clear and metallized polyester materials as well as a high strength option. These all offer a superb oxygen and moisture barrier, puncture resistance, hot tack and seal initiation temperature resulting in higher throughput and good machinability.

## **Making rigid clamshells more sustainable**

For produce items such as tomatoes, berries, or lettuce packaged in rigid containers, our heat seal reclosure system is an ideal choice for functionality combined with sustainability.

The system rethinks the role of the release liner, however, turning it into a functional part of the final package. This allows for the direct adhesion of the entire film construction to rigid containers. The result eliminates the need for flow wrapping and requires significantly less plastic use through the elimination of both liner waste and clamshell lids.



## Innovative adhesives

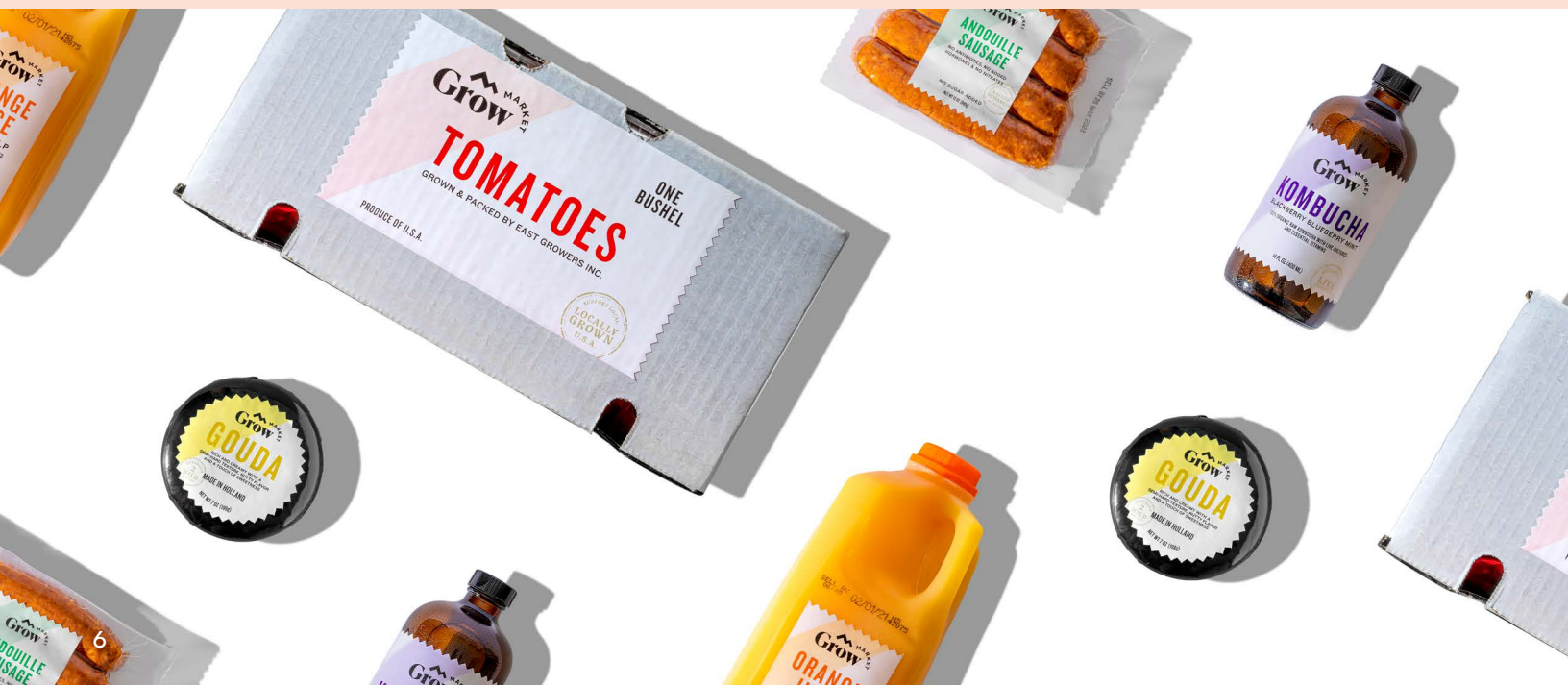
Our innovative adhesive solutions set the gold standard across industries. In food, they're helping brands find greater versatility for temperature, improve their sustainability, and more. Many of our adhesive solutions have been certified by the FDA for either direct or indirect food contact.

### A go-to adhesive, now with a greater temperature range

Think of a trip to the grocery store before a summer holiday weekend. You load your cart with packaged ground beef, cheese, spreads, frozen goodies, and more. Truth is, your cart is likely full of picnic food labeled using hot melt adhesives.

Hot melts have been a go-to choice in the Food industry. Now, we've re-engineered two of ours for an even broader temperature range. C4500 is best for room-temperature, while C4510 works for cold-temperature applications. They're ideal for meat, poultry and cheese packaging formats including recycled cardboard, low surface energy substrates, and rough or difficult-to-adhere-to surfaces.

Our new hot melts also help converters improve press efficiency, without compromising speed, conversion or dispensing, thanks to their lower levels of adhesive contamination and ooze. They're also friendlier to the environment than our previous hot melts.





### Adhesives that improve recyclability

From soda bottles we sip from, to trays we toss in the microwave; from bottles of dressing we dribble on salads, to jars of peanut butter we use to make the kids' lunch — PET has a wide range of uses in Food. These include applications such as produce and fresh herbs, bakery, prepared and packaged foods, and many more.

Now, to improve their packaging recyclability, more brands are turning to our CleanFlake™ adhesive system. CleanFlake enables the complete separation of pressure sensitive labels from PET containers during the recycling process, leaving no adhesive residue on the recycled PET flake.

Use of CleanFlake increases the yield of recycled PET in the recycling process. Brands can maintain their shelf appeal with PET while delivering a powerful message about recycling and sustainability to consumers.





# Food safety

Where did this food product come from? Where has it been? Can I be confident it's still fresh and safe? Those are just some of the questions going through the minds of an increasing number of food shoppers.

Avery Dennison technologies are helping brands not only produce and deliver safer foods, but also provide shoppers with greater confidence in their purchase.

337

w in the  
USA in 2019

1 in 6

Americans fall ill every year  
due to food contamination  
(that's 48 million people)

125k

children die every year from  
foodborne illness

\$55.8B

a year wasted on  
food recalls

## Safer food rotation



Removable and dissolvable food rotation labels can help restaurants and others handling prepared food prevent illness and reduce food waste.

Our dissolvable label construction is designed for food service containers. The adhesive and paper facestock disintegrate in seconds in water, leaving virtually no residue. This provides multiple benefits: The lack of residue helps reduce the risk of bacterial contamination, and there's less cleanup, enabling more efficient food service operations.

## Using tech to track a food's journey

Every day customers put their confidence in retailers and brands that they know and trust. They expect that the products on store shelves are fresh and safe to eat. When a recall happens, it sends shockwaves through the entire supply chain from source to consumer.

All companies have a recall response plan, but identifying, isolating, and disposing of affected products can be a manual, labor intensive, complex process. Studies have shown that locating affected products can take days, weeks, and even months. With every second that goes by the risk increases that a consumer may be impacted by a recalled product.

By enabling item-level traceability with RFID and blockchain, the timeframe to respond to recall can be significantly shortened from days and weeks to a matter of seconds.

# Unique challenges require Engineered Solutions

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While our overall portfolio of label constructions is vast, we know that there are times when something more, or something different, is needed. That's where our Engineered Solutions comes into the picture.

An “end-to-end” process that focuses on a specific challenge, an Engineered Solution might be focused on creating a unique facestock, adhesive, liner or prototype; a new combination of standard offerings; or a product available from our suppliers but not currently in our portfolio.

To learn more about the Avery Dennison Food Portfolio, including our Engineered Solutions capabilities, contact your Avery Dennison representative or visit [label.averydennison.com](http://label.averydennison.com).

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04/2021

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