

# New Heat Sealable Reclosure System –

## A functional packaging breakthrough

Consumer trends are constantly changing. For converters to grow and succeed, they need label and packaging solutions that break new ground in functionality, efficiency and visual appeal while meeting the needs of new and evolving segments.

One such breakthrough turning heads in the food segment is our new heat sealable reclosure system, delivering visual appeal, enhanced functionality and convenience along with the benefits of economy and sustainability.

Utilizing R1490, the only FDA-compliant direct food contact adhesive in the industry for reclosure, and a heat sealable film liner, the new technology turns the release liner into a functional part of the final package, creating meaningful material reduction—particularly for produce packaged in rigid plastic containers like tomatoes, berries and lettuce.

### An environmental win

The heat sealable reclosure system allows for direct adhesion of the entire construction to rigid PET containers. This removes the need for a clamshell lid, using significantly less plastic packaging overall and eliminating liner waste. In pint containers, for example, the lid makes up 44-47 percent of the material used to form the container. The heat sealable reclosure system opens up opportunities for converters to engage produce packers with a sustainable and functional packaging solution.

### An opportunity to differentiate

Heat sealable reclosure technology gives label converters a more affordable and sustainable way to provide brands with the convenient, easy peel-and-reseal functionality today's busy consumers are seeking. Yet it's not just convenience consumers want. According to a 2017 Reuters/Ipsos survey, many consumers are trying to eat healthier, fresher, and fewer processed foods. No wonder, then, that fresh foods are now driving total store sales, with produce a major contributor to that growth. Today's consumers want to see the freshness, especially for foods like fruits and vegetables. Transparent lidding films meet that need.

Being able to see that foods are ripe, plump and richly colored assures consumers of freshness and high food quality, positives that bode well for brand image. Yet there are other benefits as well. For brands, the ability to remove the clamshell lid creates the opportunity for greater creativity in packaging design, differentiating and adding value to their products.

By delivering greater packaging usefulness, heat sealable reclosure technology increases product value as well as the overall customer experience, enhancing consumer interaction, building brand loyalty and creating higher quality engagement.

### More innovations ahead

Our new heat sealable reclosure system demonstrates how Avery Dennison is working hard to further enhance the consumer experience through innovation. Our commitment to innovation permeates every area of our business; our aim is not merely to respond to current industry needs, but to drive ongoing change by constantly pushing the limits of what labels can do. It's how we'll help converters stay a step ahead of the trends, driving growth and business opportunities for converters and brands alike. **AD**

## What is functional packaging?

**Functional packaging includes packaging types like reclosures, flexible pouches, and stickpacks, and also embraces intelligent labels and security materials.**



In essence, functional packaging adds unique attributes to standard product packaging, moving it from simple containment to adding function (like extended shelf life or easy open/close). It can even add to the product's lifespan.

