

Huhtamaki

Customer magazine
Issue 03/2018
ENGLISH

IMPULSE

Flexible Packaging



The cat's whiskers –
Huhtamaki launches
clever new products
in the PetCare sector

Upgraded for efficiency

Enormous interest in our Pure PP



Huhtamaki

Dear readers,

It has been a few months since the last issue of Impulse, and once again we have news for you. This time we'd like to introduce the PetCare sector to you in more detail: alongside existing products we are currently developing new packaging ideas for our four-legged friends – ideas which are increasingly popular for the snack and “to go” sectors. Take a look at the article on pages 2 and 3.

The term “sustainability” is on everyone’s lips; in our Sustainability Corner on page 4 we report on how Huhtamaki is tackling this issue in practice.

Last but not least we take a short look back at our participation in the Cosmetic Business trade fair in June.

I hope you enjoy reading this issue.
Best wishes



Alok Dutta
General Manager
Business Unit Pet Food



The cat's whiskers

Huhtamaki launches new products in the Pet-Care sector

Huhtamaki has been known in the marketplace for many years as an established manufacturer of foil packages for the wet pet food sector. Now, in addition to the existing portfolio, we've got new ideas for the PetCare sector.

Dogs and cats are man's (and woman's) best friend, which is why all pet owners are so concerned with the well-being of their four-legged friends. They nurture, care for and spoil them as well as they do themselves. As a result, the PetCare market segment is a very significant one.

Human characteristics are increasingly being attributed to pets – dogs and cats are partners and family members – and of course you offer these family members a pet-friendly option when you sit snacking in front of the TV in the evening.

This is why we have expanded the PetCare business unit and are now able to present an even broader range of products:

- PetCare Retort Pouch
- PetCare 5-Panel Pouch
- PetCare 1-2-3 Pack
- PetCare Forming Laminate





5-Panel Pouch

The laminates are designed especially for animal applications and focus on a range of different areas.

The **Retort Pouch** can be used to package classic wet products as well as dry treats in pieces, for example snacks. It's Terolen® function means that it opens very easily with a straight, clean line.

The specially developed **5-Panel Pouch** is perfectly suited to packaging dry pet foods. It can be used for packaging a range of different volumes which can be clearly presented at the point of sale thanks to the 5-panel shape.

Our **1-2-3 Pack** is the perfect addition to the existing Huhtamaki product portfolio: a flexible pack for wet and dry pet food products as well as for snacks. Firstly, the 1-2-3 pack is very easy to use, and secondly it represents a significant cost saving in comparison to standard zippers and sliders.

Last but not least, we present our **Forming Laminate**, which offers the ideal solution for "on the go" products and is great for packaging individual portions and keeping them fresh. The material, as the name suggests, has impressive forming properties.



Have we sparked your interest?

Please contact us at:

Richard Mochel, phone: 0049 8306 77456

E-mail: richard.mochel@huhtamaki.com

The whole product range can be customised according to your requirements and we can combine solutions with a range of surface finishes, for example matt lacquer or haptic effects. We are also able to add additional functions such as zippers, spouts, windows or carrying handles to any of these products.

Transparent or aluminium-free combinations are also available as sustainable packaging alternatives. With this in mind, Huhtamaki is cooperating with several major pet food manufacturers in order to make environmentally friendly product solutions available to the market over the long term.



Retort Pouch

Sustainability Corner Upgraded for efficiency

At the Huhtamaki Flexible factory in Tortona, Italy, it's all about continuous improvement: in September a new tri-generator will be commissioned to efficiently supply the factory with heat, cooling and electricity.

The costs for energy generation in Italy are relatively high; this investment in the new system replaces less efficient, more expensive supplies and reduces our consumption of resources.

The tri-generator offers a number of advantages:

- In-house, highly efficient production of electricity, heat and cooling
- Substantial reduction in the need for electricity for heating (approx. 280 kWh)
- Covering over 70% of Huhtamaki's electricity needs (1.2 MWh)
- Uses liquid gas via an absorption system in order to generate 850 kWh
- 30% reduction in CO2 emissions (1,500 tonnes)
- Primary Energy Savings (PES) of 25%
- Achieving an overall efficiency in the energy supply system of up to 85%

As an international manufacturer of flexible packaging foils, Huhtamaki is conscious of its role in the area of sustainability and of the world-wide significance of this issue. This is why we are constantly working to increase our energy efficiency in a range of areas.



Pure PP from Huhtamaki – turning heads at the exhibition booth

From 6 to 7 June 2018, the MOC once again opened its doors to the Business Cosmetic trade fair – and as well as presenting our standard range (SilverGlam, Sachets..), we at Huhtamaki took the opportunity to present a prototype: the new Pure PP Tube.

In order to expand our product range in the field of tube laminates we are taking another step in the direction of monomaterials with Pure PP; we have our finger on the pulse here, because this Huhtamaki development met with great interest from exhibition visitors and has confirmed to us that we should push hard towards the launch of the Pure PP Tube. In the more traditional tube market, the talk in the sustainability debate is increasingly of practical recycling solutions and material improvements.

We have excellent memories of the fair, with lots of stimulating discussions and exciting experiences, both with existing business partners and with new contacts. It will once again be a fixture in our Beauty Care team's 2019 exhibition calendar.



EXHIBITIONS

From 9 to 11 October 2018 we will be at the CPhI in Madrid and look forward to your visit!

LEGAL INFORMATION

IMPULSE – The customer magazine of Huhtamaki Flexible Packaging Europe, Issue 03/2018

Publisher: Huhtamaki Flexible Packaging Germany GmbH & Co. KG
Heinrich-Nicolaus-Straße 6, 87671 Ronsberg
www.flexibles.huhtamaki.eu
Concept, layout: www.ausliebeprotzen.de

Feedback on IMPULSE:
Marketing Huhtamaki Flexible Packaging Europe
marketing.ronsberg@huhtamaki.com

