

O. Kleiner: PacXpert as replacement for rigid packaging

By Daisy Phillipson, 29-May-2015

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PacXpert from Dow Packaging enables the transition from larger traditional rigid containers to flexible packaging with potential cost-cutting benefits, according to a licensee of the technology.

O. Kleiner said it reduces content waste by allowing consumers to achieve better product yield and requires less overall material when compared to rigid counterparts.

The firm uses it to produce Brainypack, a flexible packaging for fillings up to 20 L in size.

The spout comes in diameters 31mm (DIN40) and 50mm (DIN60) with tamper-evident screw cap. There is also an option for child proofing and transparent or opaque material.

Replace rigid packaging

Martin Kleiner, CEO of O. Kleiner, told FoodProductionDaily that using PacXpert to produce flexible packaging has provided a beneficial replacement for rigid packaging.

"Brainypack uses fewer raw materials, less energy and less water to manufacture, meaning it has an excellent sustainable profile," he said.

"Compared to standard rigid packaging, Brainypack uses up to 40% less raw material.

"It also uses up to 60% less material for disposal and 90% less transport volume for empty pouches.

"This increases transportation efficiency with empty packages shipping flat, potentially lowering CO₂ emissions."

Seven converters are licensed to produce and sell PacXpert Packaging Technology including O. Kleiner, Ampac, Darplas, Laygapack, Kyodo Printing Co., Camada and Lord Plásticos.

The design creates the possibility to empty the packaging, which means less of the filling product is wasted.

It is possible to package cooking oils, condiments, sauces, soups, syrups, water, juices, rice, grains, breakfast cereals, dry baking products and coffee (beans, grounded).

"Whereas before traditionally these products may have come in rigid packaging such as bottles and boxes, Brainypack offers flexible packaging that uses significantly less raw materials," said Kleiner.

O. Kleiner sells to existing food and non-food customers in Europe.

Brainypack is printable in three print-technologies including Flexo, Digital and Rotogravure and graphic design options include four printable sides and a possibility for see-through windows.

Kleiner said these options have provided various marketing tools for customers.

"The various options and excellent billboard space has meant that manufacturers of food products are able to capture attention on the retail shelves," he said.

"Additionally it is possible to integrate durable handles for precision pouring, which poses attractive features to the customer."

Challenges and future trends

The biggest challenge was to convince the market to convert to Brainypack, said Kleiner.

"The whole logistic chain has to be adapted including the filling process and transportation," he said.

"This is a major decision for market leaders and the challenge is to control the technology.

"We are experts in the flexible packaging sector and are confident that by continuing to collaborate with our partners we can convince the industry that Brainypack is the future of packaging."

Kleiner said a significant future trend for the market is smaller households and smaller runs.

"There is more of a tendency for having no more than one to two people living in an apartment than before and this is increasing," he said.

"Therefore our clients will more and more be inclined to order smaller runs and numbers of products.

"The consequence of this trend is that people will use and buy smaller packaging with fewer fillings and this is something that packaging manufacturers will need to consider."

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