

## **2015 DIAMOND WINNER – DUPONT AWARDS FOR PACKAGING INNOVATION**

### **Salsa Container Blends Rigid and Flexible for a Myriad of Possibilities**

*IPL, Inc. – Canada; Ana's Foods – USA*

IPL's new hybrid container is allowing Ana's Foods to be a standout on store shelves. Through collaboration with IPL, Ana's Foods replaced its rigid salsa containers with the SkinnyPack™, a flexible-rigid container that combines the advantages of thin, flexible film (lightweight, flexible, and printable) and the advantages of a strong, rigid frame (sturdy, structural component).

The SkinnyPack™, developed by IPL, is an injection molded polypropylene container that is made by fusing a thin, flexible in-mold label (IML) film to a sturdy, rigid frame. This process ensures that a strong adhesion exists between the film and injected plastic, allowing the packages to remain sturdy and strong throughout production, filling, transport, distribution, and consumer use.

The lighter-weight, thin-walled SkinnyPack™ uses 54.8% less plastic than the original salsa containers. The mono-material packaging structure allows the container to be 100% recyclable. Prior to use, the empty SkinnyPack™ is nestable to maximize warehouse space. After use, the SkinnyPack™ can be easily crushed to optimize space during the recycling process. On each salsa package, Ana's Foods communicates their commitment to sustainability with their consumers: "Tub made with less plastic for a greener world."

The uniqueness of the SkinnyPack™ helps to differentiate itself on store shelves. The high-clarity film windows offer a look inside to give consumers confidence in the product prior to purchase. The in-mold labeling offers high-resolution graphics for high-impact shelf appeal.

The round mouth gives consumers easy access to the product inside while the square edges of the bottom provide better grip and handling.

The unique squround (square-round) shape of the container ensures distinction on store shelves while providing ease for food manufacturers to adopt the new package. The squround shape is compatible with most current packaging equipment, whether it is for square or round containers.

In developing the SkinnyPack™, IPL and Ana's Foods took existing technology to a whole new level. With the properties of both flexible and rigid packaging, the SkinnyPack™ highlights the world of possibilities that exists for packaging.

***Honored for Excellence in Technological Advancement, Responsible Packaging, and Enhanced User Experience***