



Nova

## Exploring Nova Casing: A Path to Sustainable Packaging Solutions

To read the whole article, please click on one of the links below.

In our first article, we discussed Nova casing's role in promoting sustainability by conserving resources. Now, we focus on practical strategies to help producers meet their sustainability goals. Many customers use a three-pronged approach: reducing plastic usage, increasing recycling, and supporting broader sustainability practices.

### Using Less Plastic

Reducing plastic is crucial due to recycling limitations. Minimizing plastic packaging not only enhances sustainability but also cuts costs and lowers the Product Carbon Footprint (PCF). Strategies include:

1. **Reduce Packaging:** Optimizing plastic structures to protect products with minimal environmental impact. Modern equipment allows for thinner, more efficient casings.
2. **Downgauging:** Reducing casing thickness, such as from 48 to 35 microns, can cut plastic use by 27%, lowering both environmental impact and costs.
3. **Switching to Flexible Nova Casing:** Replacing rigid packaging with flexible, seamless Nova casing reduces plastic usage and production costs, while allowing faster, more efficient processing.
4. **Durability:** Nova packaging withstands High-Pressure Pasteurization (HPP) and retort cooking, offering long shelf-life storage and reducing waste.

### Recycling More

Advancements in multi-component recycling are improving. Nova's SCF class includes Type 2 recyclable polyethylene structures, adaptable to various applications:

1. **SCF Products:** These recyclable materials offer strength, heat resistance, and durability, suitable for a range of products, from meats to soups.
2. **Biodegradable Options:** Nova also provides biodegradable materials like Wienie-Pak Cellulose and Fibrous casings, supporting eco-friendly solutions.

### Supporting Process Improvements

Nova's approach to sustainability involves optimizing processes to reduce waste and enhance product performance, minimizing the PCF. Key strategies include:

- **Maximizing Efficiency:** We help size products to optimize production, reduce energy use, and cut material costs.
- **Reducing Material Use:** Using thinner casings and refining processes supports sustainability efforts.

### Future Generations Count on Us

ViskoTeepak is committed to sustainability, continuously exploring new materials, such as partially recycled plastics, to create more eco-friendly Nova casing. By integrating these strategies, Nova

casing not only supports sustainability but also improves efficiency, contributing to a sustainable future for all.