Visko Teepak

solutions

CASINGS & PACKAGING MATERIALS / ViskoTeepak.com

NOVA CASING & SUSTAINABILITY

INSIDE

2 of 3 featured articles

Read more inside

Exploring Nova Casing: A Path to Sustainable Packaging Solutions.

In the first article we explored Nova casing and its role in promoting sustainability. We delved into its functions, challenges, and contributions to resource conservation for future generations. In this article, we will delve deeper into practical tips on how Nova casing can assist producers in achieving their sustainability objectives.

Many customers have adopted a three-pronged strategy towards sustainability in packaging. Understanding these approaches can offer valuable insights for improvement, especially since many of our customers operate within similar realms. These strategies typically involve:

- Reducing plastic usage.
- Increasing recycling efforts.
- Supporting broader systemic improvements in sustainability practices.

Using Less Plastic

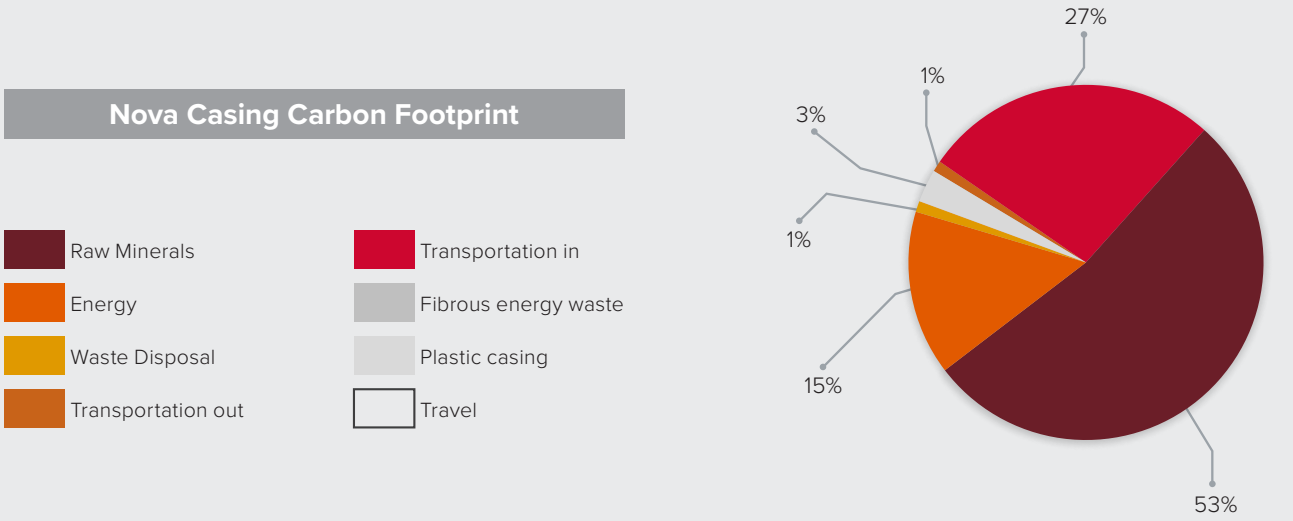
Using less plastic recognizes that the infrastructure for recycling still has limitations, such as sortation and adoption. Working to minimize the amount of plastic packaging needed for any application can take some time and effort but can yield positive results that not only improve sustainability but can reduce packaging costs while reducing the Product Carbon Footprint (PCF). Achieving this can take on several strategies:

- Reduce packaging needed to create or form product.
- Optimize the plastic structures to protect product at lowest environmental impact package.

While flexible plastic casing intrinsically is a very efficient packaging material versus many films or rigid materials, it can still be further optimized as today's manufacturing equipment can produce thinner structures, and current packaging may be more optimized for the application.

Using less plastic in a casing application often means reducing the gauge or thickness of the casing. Many people think that the thickness of a package indicates something about that package such as higher strength, barrier, or durability. In fact, it is the actual physical structure and materials used that drive a lot of those characteristics. We can take an existing package today and look at the following:

- Downgauging or reducing the package thickness. Reducing the thickness of a package from 48 microns to 35 microns will reduce use of plastic materials by 27 percent! It can also potentially reduce the cost of that material. Sometimes achieving this requires using a different casing structure, the result is a significant amount of plastic material usage reduced.
- Flexible and seamless Nova casing can replace more rigid forms of packaging such as thermoforming packages that hold much less product while using significantly more plastic packaging. Perhaps considering providing product in a casing format versus more environmentally impactful packaging may make sense.
- Seamless Nova packaging quickly replaces 'bags' used to hold product where there is excess packaging to hold the same amount of material. Additionally, customers can produce many more packages faster, saving costs of energy, labor, and materials.
- Nova packaging is tough and durable to handle processes such as High-Pressure Pasteurization (HPP) as well as variants that can handle retort cooking temperatures. In addition to that, Nova offers high oxygen and moisture barriers to allow long shelf-life storage. This allows you to fill, process and distribute your product in the same package.



Recycle More

While limitations remain in the infrastructure for recycling, advancements are happening regularly regarding multi-component recycling methods. Nova casings offer a wide variety of structures, both single and multi-layer resins. Advancements are progressing to allow more multi-layer structures to be recycled. The Nova product group currently has recyclable material options with our SCF class of materials, which are Type 2 recyclable polyethylene structures.

- Nova's SCF class are recyclable products that are Type 2 recyclable polyethylene materials. There are many options to choose from in the SCF product group to achieve different physical properties such as strength, heat resistance, and durability.
- SCF products are used from products such as ground beef, pork, and chicken, to bag formats for hot fill soups, to whole muscle meat processing such as turkeys and hams.
- SCF is sealable into bag formats for soups using a bottom sealed bag for filling and sealing.
- Other materials may be options for some applications such as our Wienie-Pak Cellulose as well as Fibrous casings, both of which are biodegradable materials.

Nova Sustainability Highlights

Reducing plastics through use of thinner material design, as well as changing from heavier packaging formats to more efficient Nova casing format.

Explore recyclable SCF class of Nova casing materials.

Process waste reductions, optimize casing specification to reduce waste in the process such as purge / excess water after thermal processing, excess meat adhesion to the casing resulting in lost finished product.

Support Process Improvements

The statement 'think globally, act locally' is the concept with Nova plastics as we continue to support improvements at our customers to reduce waste, improve yield and optimize product performance.

Optimizing the casing to improve your throughput while reducing the Product Carbon Footprint (PCF), which captures all resources such as energy used to produce a given product. For instance, we will work to size your product to maximize the quantity you can produce through your thermal process, maximize the number of units you can pack in a case of product, and optimize the size of sliced product to fit into further packaging precisely. Along with potentially reducing the amount of material needed such as using thinner plastic casing material, the combined actions also have sustainability supporting impacts.

Future Generations Count on Us

Sustainability is a critical part of our future, ViskoTeepak supports our customer's goals in building a more circular economy. These ideas, strategies and products are a starting point as we continue to examine new plastic materials such as utilizing partially recycled materials to produce more eco-friendly Nova casing for example. We commit to helping you achieve your goals with both efforts in your plant as well as our continued development work in this area.

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Always around