

Flexible Packaging Achievement Awards

2011

*Winning packages are organized in alphabetical order by award level (Highest Achievement, Gold, Silver).
The information and descriptions for all packages are provided by the manufacturer.*

Highest Achievement Award



ConforMIS Drill and Pin Kit Wallet
Highest Achievement Award (Institutional)
Gold Award Winner — Packaging Excellence
Silver Award Winner — Environmental & Sustainability Achievement

Manufacturer: Beacon Converters, Incorporated

End User/Customer: ConforMIS, Incorporated

Plant: Saddle Brook, NJ

Designer/Design Firm: Gregory Dahl, Dahl Packaging

Key Suppliers: Beacon Converters, Incorporated

Package Description: The Beacon Converters' ConforMIS Drill & Pin Kit Wallet, a sterilizable package, is an innovative solution, which replaces thermoformed trays with components that are flat and take up minimal space, and requires less energy to produce and transport. The Wallet reduces the volume of packaging components by more than 93% versus a thermoformed tray solution, and uses less energy to produce and is completely customizable.

Highest Achievement Awards are given to Gold Award winning packages ranked by the judges as having contributed most to the advancement of the industry.

Highest Achievement Award



Fresh N Tasty Produce Pouch
Highest Achievement Award (Retail)
Gold Award Winner — Packaging Excellence
Gold Award Winner — Technical Innovation

Manufacturer: Robbie

End User/Customer: Processors, Retailers

Plant: Lenexa, KS

Designer/Design Firm: Robbie

Key Suppliers: Information not available

Package Description: Fresh N Tasty Produce Pouches, designed with freshness in mind, offer processors and retailers an opportunity to brand their produce and to increase repeat sales by improving the consistency of the produce quality throughout its shelf life. And, consumers love the resealable zipper and easy carry handle. The added sustainable benefits this flexible package demonstrates over other packaging formats includes saving fossil fuels, reducing CO₂ emissions and the weight of solid waste being introduced into landfills.

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Gold Awards



Australian Gold Tanning Set Gold Award Winner — Printing Achievement

Manufacturer: CL&D Graphics, Incorporated

End User/Customer: Australian Gold

Plant: Information not available

Designer/Design Firm: Australian Gold

Key Suppliers: Information not available

Package Description: CL&D Graphics, Inc. and Australian Gold worked together to create the next breakthrough in tanning products. These shrink sleeve labels are extremely dynamic and eye catching. The rich colors are created using flexographic technologies and additional cold foil applications. Various varnishes and inks are used to create the appealing designs. The labels are anti-fading and also have an easy-squeeze feature built into the ink process. All label substrates creating these labels are also considered environmentally friendly.

Gold Awards



Fresh Step Cat Litter

Gold Award Winner — Packaging Excellence

Gold Award Winner — Environmental & Sustainability Achievement

Manufacturer: Nordenia USA

End User/Customer: Clorox

Plant: Jackson, MO

Designer/Design Firm: Clorox Services Co.

Key Suppliers: Information not available

Package Description: Replacing a polypropylene pail, Nordenia's FlexZiBox® — a flexible package for heavy products — enabled Clorox to cut packaging materials by nearly 80 percent while offering sustainability and cost reduction across its supply chain. The innovative design maintains consumer ease of use features for handling, pouring, resealing and storage equal to the package it replaced.

Gold Awards



Liquiflex® Advance™ Films for Bulk Liquids Gold Award Winner — Packaging Excellence

Manufacturer: Curwood, Incorporated — A Bemis Company

End User/Customer: Information not available

Plant: Information not available

Designer/Design Firm: Information not available

Key Suppliers: Information not available

Package Description: Liquiflex® Advance™ film replaces metal foodservice cans or traditional bulk liquid films, generating 96% less waste than cans and up to 30% less waste than other films.

The proprietary new 13-layer Liquiflex® film technology includes redundant nylon and EVOH layers for unprecedented strength and abuse resistance. Designed for products like soup, sauces and condiments in weights up to 30 pounds, Liquiflex® films go from the freezer to re-thermalization in boiling water for easy food storage, prep and serving.

Gold Awards



Nestle ONE Dog

Gold Award Winner — Printing Achievement

Manufacturer: Norderia USA

End User/Customer: Nestle Purina PetCare

Plant: Jackson, MO

Designer/Design Firm: Grant Cvitkovich, Pigeon Branding + Design

Key Suppliers: Siegwark, Windmoeller & Hoelscher, B&B MAF LP

Package Description: This package is an outstanding example of Norderia's FlexZiBox® five panel display and rotogravure printing quality. Process and line printing techniques were used to produce excellent graphics, which incorporate vignettes with subtle changes from light to dark printing. Overall, it is an excellent example of what flexible packaging can provide to the pet food market.

Gold Awards



Sprout Zippered Retort Pouch

Gold Award Winner — Environmental & Sustainability Achievement

Manufacturer: Ampac Flexibles — A Division of Ampac Packaging LLC

End User/Customer: Sprout Foods, Incorporated

Plant: St. Louis Park, MN

Designer/Design Firm: Sprout Foods, Incorporated

Key Suppliers: Ampac Flexibles — A Division of Ampac Packaging LLC

Package Description: This retort pouch is a new format for Sprout Food. Outstanding graphics highlight fresh and organic product ingredients, and the linear tear provides straight and easy opening. The pouch provides improved portability and reduced breakage, and makes up 6 percent of the weight of the product sold, providing a tremendous improvement in the product-to-package ratio.

Silver Awards



Cryovac® Oven Ease™ Bags

Silver Award Winner — Technical Innovation

Manufacturer: Sealed Air Corporation — Cryovac Food Packaging

End User/Customer: Smithfield Foods, Inc.

Plant: Simpsonville, SC

Designer/Design Firm: Information not available

Key Suppliers: Information not available

Package Description: Cryovac® Oven Ease™ Bags take “easy” to a whole new level. They provide vacuum-packed freshness with cooking convenience for a wide variety of products that go straight into the oven in the package for simple, safe, and consistent cooking. With expanded product offerings including ribs, roasts and hams, Oven Ease™ Bags provide easy production, preparation, cooking, and clean-up.



Hormel® E-Z Zip® Pouch

Silver Award Winner — Packaging Excellence

Manufacturer: Ampac Flexibles — A Division of Ampac Packaging LLC

End User/Customer: Hormel

Plant: St. Louis Park, MN

Designer/Design Firm: Hormel

Key Suppliers: Ampac Flexibles —
A Division of Ampac Packaging LLC

Package Description: The Hormel® E-Z Zip® Pouch is a stand-up pouch utilizing E-Z Zip® technology — a unique pull-tab opening that allows the user to simply pull away a thin tear strip to access the recloseable zipper. A special feature of E-Z Zip® is that the zipper closure is accessed without tearing off or damaging the header of the stand-up pouch, and the zipper's placement on one interior side of the pouch eliminates interference with product as it is being filled.

Silver Awards



John Soules Rotisserie Chicken

Silver Award Winner — Printing Achievement

Manufacturer: American Packaging Corporation

End User/Customer: John Soules Foods, Incorporated

Plant: Columbus, WI

Designer/Design Firm: Tim Cairins, John Soules Foods

Key Suppliers: Information not available

Package Description: The subtle use of metallic ink enhances the design elegance of this package. The detail in the texture of the chicken gives the consumer a realistic idea of the product.

The meticulous detail, sharpness of the graphics, and glossy appearance accurately reflect the quality of this high end product.



Masa PrePizza

Silver Award Winner — Printing Achievement

Manufacturer: Peruplast S.A.

End User/Customer: Universidad Peruana Unión

Plant: Lima, Peru

Designer/Design Firm: Universidad Peruana Unión

Key Suppliers: Dow Química Argentina, Ester Industries Ltd.

Package Description: This package provides a greatly enhanced appeal due to the full-color artwork and the crisp and detailed images achieved with both pre-press imaging and rotogravure printing. The smart distribution of a surface-printed matte varnish greatly contributes to this appeal by highlighting key areas such as the product and the brand.

Silver Awards



Safeway Frozen Pasta Quad Seal Package Silver Award Winner — Printing Achievement

Manufacturer: Berry Plastics Corporation

End User/Customer: Safeway

Plant: Kent, WA

Designer/Design Firm: Information not available

Key Suppliers: Information not available

Package Description: The Safeway Frozen Pasta Quad Seal Package represents a significant improvement over the existing package. The stiffer and tougher packaging film, which runs very well on the quad seal VFFS packaging lines, combined with the quad seal package design yields a clean package with a nice squared off “billboard” showcasing eye catching graphics. These characteristics provide a package with outstanding shelf presence and the “WOW” factor Safeway wanted.



Trail's End Classic Caramel Popcorn Silver Award Winner — Environmental & Sustainability Achievement

Manufacturer: Danafilms, Incorporated &

Plastic Packaging Technologies, LLC

End User/Customer: Trail's End — Weaver Popcorn

Plant: Franklin, KY

Designer/Design Firm: Julie Duncan,
Nienaber Marketing Group

Key Suppliers: Plastic Packaging Technologies, LLC, Toyo Ink

Package Description: Plastic Packaging Technologies and Danafilms provided the Trail's End Popcorn fund-raiser program with a dramatic packaging conversion from the historical rigid tins and pails. This package provides a compelling case study for marketers to convert to flexible packaging for an improved package, at a lower cost, while reducing disposable waste by 80–85 percent. The in-line Quad Seal Bag provides a superior shelf presence, features a 3-ply barrier film combination, and an Inno-Lok zipper.

Silver Awards



Wyman's of Maine Wild Blueberry Juice Silver Award Winner — Printing Achievement

Manufacturer: Printpack, Incorporated

End User/Customer: Jasper Wyman and Son

Plant: Fredericksburg, VA

Designer/Design Firm: Information not available

Key Suppliers: Information not available

Package Description: Elegant and classy, the new Wyman's shrink sleeve adds panache to a longstanding brand. With 360 degrees of useable, full-body space for product information, eye-catching graphics and a refined new shape, Wyman's was able to take their Wild Blueberry juice to the next level. The use of a shrink sleeve also allowed them to expand into additional flavors and product sizes.



Zone Coated Rollstock

Silver Award Winner — Technical Innovation

Manufacturer: Oliver-Tolas™ Healthcare Packaging

End User/Customer: Information not available

Plant: Feasterville, PA

Designer/Design Firm: Information not available

Key Suppliers: Information not available

Package Description: Oliver-Tolas™ Healthcare Packaging offers Zone Coated Rollstock, zone coated lidding in rollstock form, suitable for FFS packaging lines. Zone-coated Tyvek® rollstock, allows for the precise application of heat-seal adhesives within the seal area only, maximizing porosity to potentially shorten sterilization cycles and preventing adhesive from coming in contact with the product.