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Bumper crop of "green" snack bags grows

Flexible-packaging converter Clear Lam debuts PLA lamination for Snyder's of Hanover brand organic pretzels.

By -- *Converting Magazine*, April 1, 2010

Hot on the heels of expanded applications of Frito-Lay SunChips' "green snack-bag packaging," flexible-packaging converter Clear Lam Packaging, Inc., announces a major advancement with the development of new, renewable packaging for America's leading pretzel brand—Snyder's of Hanover.



Clear Lam Packaging's PLA lamination snack bag for Snyder's of Hannover pretzels uses 90-percent renewable raw materials.

with the appropriate properties to make the bags act and feel like conventional bags.

The new bag (**left**) created for the Snyder's of Hanover organic product line uses renewable raw materials that are 90-percent plant-based, part of Clear Lam's Project EarthClear packaging initiatives.

During a year of research and development, Clear Lam replaced conventional petroleum-based plastics with Ingeo PLA (polylactic acid). When compared to traditional petroleum-based packaging, the renewable raw materials are produced with as little as half the energy. They also generate up to 52-percent fewer greenhouse gas emissions in the manufacturing process.

"We're pleased to bring this technological breakthrough to our customers to support global sustainability initiatives," said James Sanfilippo, president/CEO of Clear Lam Packaging. "This is a major milestone and another important step in our effort to provide meaningful packaging solutions that are better for the environment."

A key engineering challenge faced by Clear Lam was finding a way to maintain similar performance characteristics to traditional petroleum-based packaging materials. Clear Lam derived a way to produce the new plant-based packaging

"Our launch of this new renewable plant-based packaging is just the latest example of our company's commitment to utilizing products and practices that minimize negative effects on the environment," said Claude O'Connor, vp-marketing at Snyder's of Hanover.

A bright yellow graphic on the upper right corner of the package helps differentiate the bag on the shelf and directs consumers to the back panel for more information on the benefits of the renewable packaging.

Clear Lam produced the new package from a film derived from plants-not oil. To create the appropriate oxygen and moisture barrier properties to help in protecting the freshness of the product, the film was laminated to another plant-based plastic layer that incorporates a thin metallized layer. The materials are made mostly from Ingeo PLA produced by NatureWorks LLC.

The Clear Lam renewable films are part of the company's Project EarthClear initiatives that include the use of renewable raw materials-not oil, the use of recycled content whenever possible and the use of new and innovative light-weighting technologies.

More info: www.projectearthclear.com

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