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Global Plastics International Innovation

Global Plastics International leads the market with a new range of innovative catering films, these films buck the recent trend where cling films, have become less and less clingy. This film actually clings, and at the same time provides the user with the added piece of mind that there is no DEHA/DOA within the film. Over recent years there has been a trend to limit the level of components (especially DEHA/DOA) which migrates from the film, clearly this trend has improved food safety something we all welcome. However, an indirect consequence of this trend is the fact that the level of cling has become progressively worse. Global Plastics International came up with a radical solution; why not eliminate the DEHA/DOA completely! After some research, they have developed a range of catering film which not only offers the user greater piece of mind, due to the fact that there is NO DOA in the film, but also these films actually have better cling when compared to its predecessors and many competitive products. Additionally, these new catering films are ideal for wrapping;- fresh food, food intended for the freezer, reheating food in a microwave and microwave cooking.

Di-2-ethylhexyl adipate – or DEHA – is an organic chemical compound which is the traditional plasticiser in PVC-based plastic food wrap. It has attracted a number of concerns, and that is the reason why the EU has imposed a restriction of 18mg/kg of DEHA which can migrate in to food.

Global Plastics INTERNATIONAL (GPI), a major French producer of stretch and shrink films for food packaging, also has another older range of films for supermarket and industrial food packaging which do not contain this controversial substance. Some time ago GPI decided to adopt this precautionary principle by eliminating DEHA, and this new range of DEHA free catering films complement the supermarket and industrial films making the majority of the company's products now 100% free from DEHA. This unique policy is highly appreciated by their customers.

An additional advantage is that such films are suitable for multiple applications, including meat, cheese, fruits, vegetables and other fresh produce. "In the past manufacturers produced specific films for each food type, which meant that customers had to stock many different films. Now they need only one type of film" explains Commercial Director Frédéric Gassner. "As a result, this means much less inventory and easier purchasing and stock management. Supermarkets, for instance, can use the same film in all departments, and be sure that all legislative requirements are fully met".

GPI can trace its history back to the year 1961 and the US-based Borden Group, a milk producer with more than 280 packaging plants and 42,000 employees. In 1996, the packaging division was acquired by the American AEP Company. In 2005, AEP sold the French packaging operation to a group of private investors. Today, the privately owned enterprise trades under the name of Global Plastics International, employs 120 people at manufacturing facilities in France and the Netherlands

and turns over 38 million EUR. The export share is 45%. “We ship our products to 42 countries in Europe, North Africa and the Middle East,” states Mr. Gassner. GPI produces over 10,000 t of high-quality cling film per year which it supplies to the food industry and supermarket chains. The supermarkets use the films both for their own packaging needs as well as for selling them to the consumer. GPI has travelling salesmen in Europe. The company's Dutch subsidiary services the Benelux, Germany, Austria and Swiss markets. The marketing efforts are supported by regular exhibitions at major packaging fairs in France, Germany Benelux and Spain.

Besides the development of new, innovative packaging solutions, such as DEHA-free films, which are developed by the company's own research laboratory, customer focus and reactivity count among the success factors of GPI. The company supplies custom-made solutions which are perfectly tailored to the customers' packaging machinery and is in a position to deliver orders in a short and reliable time. In the future, GPI is planning to enhance its sales of technical films, which provide increased shelf life, additionally it has a number of products which are in development that are aimed at meeting customers future needs.

In brief

Core Competence

Design and production of cling film

Facts & Figures

Founded: 1961

Structure: privately owned enterprise

Branch offices: Apeldoorn, Netherlands

Employees: 120

Turnover: 38 million EUR

Export: 45%

Products & Services

Stretch films

Shrink films

Professional dispensers

Target Groups

Food manufacturers, supermarkets, consumers

Market

Europe, North Africa and the Middle East

Future Outlook

Enhanced production of technical films for increased shelf life. New products currently in development .