



At Robbie Manufacturing, our sustainability mission is to identify and communicate cost-effective packaging solutions that add to economic progress, social development and environmental efforts for our valued customers. We are making a commitment to adopt sustainable practices, and to understand how sustainability applies to us.

Within Robbie's company, we have formed a virtual sustainability committee charged with driving research and improvement on our practices and procedures; to incorporate workshops and written action plans of individuals; to help differentiate our supplier products and methods towards sustainability; and to review our distribution channels for their approach to moving product along the supply and consumption chain.

Our first focus was to find a package that would benefit the supermarket and convenience store channels while giving consumers the benefits they have been clamoring for. The creation of the Hot N Handy Rotisserie Pouch was developed to replace the rigid 2-piece container used in the hot case at retail locations for rotisserie chicken.

The characteristic of the proprietary coex structure used in the laminated plastic film provides a package that is stronger and more leak resistant than the customary packaging. The all-in-one package along with a built-in gusset, at the bottom of the pouch, holds the package upright and helps to prevent leaks. A heavy duty zipper guarantees closure while the built-in handle eliminates the need to use another bag to carry the product home from the store.

A Life Cycle Assessment (LCA) Study was conducted on the Hot N Handy Rotisserie Pouch, a flexible package, versus a rigid 2-piece Rotisserie Container. Base Metrics were taken directly from the Life Cycle Inventory (LCI); equivalent metrics and calculated from the base metrics.

As compared to rigid containers, the Hot N Handy Pouch uses 88% less fossil fuels and produces 85% less CO₂ emissions during the manufacturing process. A 2/3 reduction in solid waste by weight is kept from entering the waste stream. Therefore, flexible packaging is the best sustainable solution for rotisserie chicken in the market today.

By incorporating the value-added features available with flexible packaging not only is it an excellent vehicle to transport products from the store to your home, it allows the consumer a clear view of the product being purchased through the large window on the front of the pouch. With the ability to maintain the high heat temperatures of a warming case it will remain fog-free for several hours and cool to the touch to prevent potential burns or spills on the consumer's clothes.

The added benefits of this flexible package clearly demonstrates an advantage over rigid containers in its ability to save fossil fuels, generate less CO₂ emissions and reduce weight of solid waste being introduced to landfills, along with providing a more consumer friendly package.