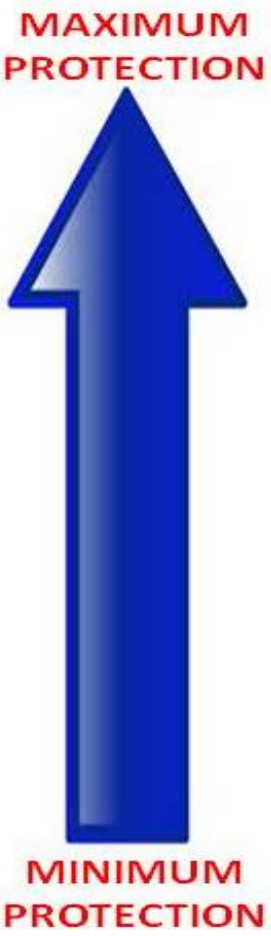
Packaging Smarts

Advice for better, smarter, more cost-effective packaging decisions

Product Protection - How Much is Right for *Your* Product

Your product needs to be protected as it moves from your facility through the distribution channel, and into the hands of the consumer. The right packaging film can extend the shelf life of your product, protect a fragile product, and make an excellent presentation in the retail environment.

The following list shows product protection/barrier characteristics of films, ranging from the highest protection (and cost) to the lowest.



1. **Foil** (metal) laminated to a sealant layer of film. This is similar to a McDonalds Ketchup packet or a restaurant wet wipe. Can be paper/poly/foil/poly as a complete structure.

2. **Metalized Film** (either OPP (polypropylene) or PET (Polyester) laminated to a sealant layer. This is similar to a Cheeto's Bag or single serve coffee pack.

3. **PET (Polyester)/L or LLDPE film**. This laminated film (Clear with or without barrier or Metalized) is used to package a myriad of items that require frozen or fresh presentation. Gummy Bears office coffee packs for example.

4. **Coated OPP** which is a mono layered film with a PVDC or Saran coating for greater barrier properties. (low Moisture Vapor Transfer Rate MVTR) This film has a high gloss finish.

5. **CPP or Cast Polypropylene**. Generally used as a laminating alternative to LLDPE because it has greater clarity than LLDPE. Can be used as bread bag material because of its clarity and tensile strength. In a bakery application this film will increase shelf live 7-10 days on average.

6. **Plain OPP** or a Twinkie wrapper. Cannot be used for freezer application as it will rupture/break in a frozen atmosphere.

7. **Linear Low or Low Density Polyethylene**. A bread Bag or a dry cleaning bag is an example. Machines from Barrington can have coated jaws and fin seal to accommodate this type of film.

Barrington Packaging Systems Group can help you find the film that's right for your product, and your budget. We also offer a wide range of specialty films, including boil in bag films and dual ovenable films,

Call us today at (888) 814-7999 for the right film *and* the right packaging equipment.