



PAPER LOOK

Flexible packaging goes natural

PAPER LOOK designates a new paper-like packaging that feels like paper but addresses health and convenience trends while complying with stringent requirements as regards hygiene, protection, longevity, logistics, and sustainability. The special facet of PAPER LOOK packaging is the textured surface that feels like real paper. The innovative technology opens up a variety of promising design options.

Apart from mat and gloss effects, the PAPER LOOK packaging can also be endowed with different convenience features such as tear notches, laser perforation, zip-

pers, spouts, and windows. Packaging with windows is an ideal way to present your product at the POS. It attracts considerable attention.

The new solution can be used to package both dry and wet products such as muesli, cereals, bakery goods, chocolate, soups, baby food and much more. The laminates feature very good oxygen and water vapour barrier properties. This makes it possible to package retortable and pasteurizable foods in PAPER LOOK packaging. Product protection is assured 100%.

Product overview

Applications

Dry and wet products (Muesli, cereals, bakery goods, chocolate, soups, baby food and much more)

Material

POLIVEL[®] Transparent high-barrier laminates
 POLIVEL[®] met Laminates with a metallized barrier layer film
 POLIALUVEL[®] Laminates with aluminium barrier layer
 Available as prefabricated pouches

Printing/finishing technologies

Gravure with up to ten colours
 Digital printing with up to seven colour

WICOSEAL[®] pouch range

Stand-up pouch, Side-sealed bag, Gusset bag, Five-seam pouch

Convenience features

Tear notch, laser scoring, zipper, spout, WICOVALVE[®] valves, Easy-Peel