

Foil, Film, and Flash of Unique Substrate Increases Visual Impact and Shelf Appeal

Flexible packaging offers convenience for today's grab-and-go lifestyles. And it proved to be the ideal delivery vehicle to help take the world's first powder oral rinse to market, and do it with a wow factor, not only in name, but in product attributes as well.

Developed by Carson Laboratories Inc. in Beverly Hills, CA, WOW[®] Powder Oral Rinse[™] conveniently eliminates plaque and other oral bacteria in a manner similar to conventional brushing and flossing. The product offers an on-the-go option for maintaining oral hygiene and therefore needed a durable packaging solution to make it portable. Stickpack flexible packaging became the vehicle of choice due to its easy away-from-home portability and single-use proportions.

"Because powder oral rinse is a new category in oral care, we needed a package that reflected the new and convenient features of the product," says Brown Jaynes, COO of Carson Laboratories. "If it wasn't for the stickpack format, the product would have had to be in tablet form and therefore wouldn't have been as user friendly or have delivered the 'experience during use' we wanted."

Delivering the convenience

Being sold and distributed to consumers primarily through dental professionals and the web, the individual stickpacks have to carry the weight of the new brand and have visual impact. They also have to provide the necessary barrier and shelf-life properties the product requires.

"Portability is a primary feature and value of the product, so we know the consumer will take this into account when making the buying decision," Jaynes says. "WOW is for those times when you should brush but can't. The packaging allows the product to be carried for use anytime and anywhere."

The packages were converted by Chromatic Labels in Irvine, CA, and co-packed by WePackItAll in Duarte, CA. The stickpacks were produced using a film-faced laminated pouch substrate from the Fasson[®] Rapid-Roll[®] FlexPak[™] product line from Avery Dennison Corporation.

The Fasson material was a silver cosmetic web composed of a PET face stock, silver foil base stock, and LLDPE (linear low density polyethylene). It was surface printed in three colors using flexo on a Nilpeter FB4300 servo press. The WOW product comes in three flavors, each with its own corresponding color—green for mint, pink for bubble mint, and blue for



eucalyptus—with inks from Siegwirk. In addition to the flavor-related colors, the stickpacks are printed in white and black.

Delivering the goods

Shelf impact was the key goal for going with the silver cosmetic web substrate. And the effect proved to be outstanding. "Nothing compares to the look you get when you print on this metalized silver material," says Peter Pitchess, owner of Chromatic Labels. "You just can't get anywhere near the impact. Metallic inks, even with a varnish, will only provide a limited amount of luster."

The multilayer structure consists of a PET clear face sheet, which allows the user to see the foil through it. In addition to the PET and foil, there are two other layers that help tie the substrate elements together. A layer of LLDPE ties the PET to the foil and a layer of polyethylene ties the foil to the LLDPE.



"The silver cosmetic web substrate is specifically engineered to hold powders in a pouch format, and to run well through stickpack pouching equipment," says Perry Peterman, regional technical manager of Avery Dennison, Fasson Rapid-Roll. "The foil barrier gives extended shelf life to product, while the linear low density polyethylene seals tight even if there is powder in the seal area."

Chromatic chose to surface print the PET face stock versus reverse-printing. A high-gloss UV varnish protects the ink and adds another dimension of visual impact. "We've had very good success with ink adhesion printing on the PET," Pitchess says. "But for us, it's a lot easier just to surface print it because it runs much quicker through the machine. The polyester Fasson material is probably the best substrate we've printed on as far as graphics go. The ink really sits up well and the material is glossy to begin with, so it makes the inks and the colors jump

out. It takes the graphics perfectly, even right down to the gradient design in the WOW logo."

When representatives from Carson saw a pouch Chromatic printed for another customer using the Fasson silver cosmetic web substrate, they knew they had found the visual impact they were after. The metalized material and appearance is bright and visually eye-catching.

"WOW isn't just the name of the product, it's how we want consumers to feel when they use it," says Jaynes. "And we believe the packaging is an important part of the overall experience that has been satisfied with the foil stickpack material." ■

WORKFLOW Simulation

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A robust simulation lifecycle management system must encompass four essential functional areas to be effective: collaboration, simulation data management, integration and process automation, and decision support.

physical prototypes. Any data that is generated to complete the simulation work but has no intrinsic value is discarded.

SLM can help CPG organizations improve the quality and traceability of simulation data, increase productivity by accessing the right data quickly, and improve confidence in simulation results by deploying best practices. Sharing simulation data among teams accelerates decision-making, helping to bring products to market faster. By bringing order to simulation processes through SLM, CPG companies can achieve a new level of efficiency in shortening development cycles, reducing waste, and improving product quality while fostering a culture of collaboration and innovation. ■

Paul is a manager within SIMULIA's Strategic Product Planning group responsible for setting the strategic direction of SIMULIA's product portfolio. Paul spent 12 years with ABAQUS Inc. (formerly HKS), serving in a variety of capacities, then spent six years with PTC working in the PLM space before joining SIMULIA in 2006. He can be reached at paul.lalor@3ds.com.