Berry Global Group, Inc. (NYSE: BERY), headquartered in Evansville, Indiana, is committed to its mission of ‘Always Advancing to Protect What’s Important,’ and proudly partners with its customers to provide them with value-added protective solutions that are increasingly light-weighted and easier to recycle or reuse. The Company is a leading global supplier of innovative rigid, flexible, and non-woven products used every day within consumer and industrial end markets.

Packaging takes many forms. Food and beverage. Medical. Agricultural. Industrial. E-commerce. At Dow, we’re eager to engage with others to help improve it all. And our world. With plastic packaging that’s innovative, efficient, sustainable, and recyclable. Plastic packaging that protects and preserves. That serves its intended purpose and beyond. Plastic packaging designed to stay in a circular economy and out of the environment.

Fresh-Lock developed the 8000 Series, a new recycle-ready line of zippers, and worked to ensure the closure was compatible with the film sealing system while still delivering the ideal consumer experience for reclosable pouches.

ColorMasters provided high quality print capability for outstanding graphic appeal with a registered matte finish to the package, reinforcing the brand image. The matte finish also provides extra heat resistance, allowing the package to run more effectively on packaging equipment.

Kellogg’s Bear Naked® brand wanted a recyclable standup pouch that maintained the look, feel and functionality of its current packaging and enlisted a team of industry leaders to develop a solution.

Product Description

The Bear Naked team engaged Berry Global to respond to consumer demands for recyclable flexible packaging by replacing a non-recyclable barrier package containing polyester with a recyclable polyethylene-based barrier package. A collaboration was formed with Dow, ColorMasters, and Fresh-Lock to commercialize the recyclable package. The team created a new, sustainable package but maintained the feel and functionality of the current package so consumers will continue to find the product they expect. Indistinguishable from traditional barrier films, this recycle-ready film can go through the front of store PE recycling stream. The key to performance and success centered on Berry’s nine-layer co-extrusion blown film technology creating the Entour™ Shield+ family of recyclable products. The film offers a superior moisture and oxygen barrier combined with gas flushing during packaging to extend the product shelf life. The Berry Entour™ Shield+ film delivered excellent stand on shelf, clarity to show product, provide toughness/durability, and met economic requirements. The overall feel and appearance combined with excellent barrier properties and durability make this a standout recyclable package for Bear Naked consumers.

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Thank you for participating in the 2020 Showcase!
Your commitment to plastics recycling is greatly appreciated.

Steve Alexander, APR President

John Standish, APR Technical Director