

Easy Open Application in Flexible Packaging: Snack N' Seal



What is great about this new packaging is the resealable top designed to help keep the cookies fresh. The design is called

“snack n’ seal” and that’s an amazing.

Although folks in the baby products industry had used the idea before other applications, Kraft’s re-purposing of resealable plastics layers was so innovative it won an award: DuPont’s 19th annual Gold Award in packaging for 2006.

Tamper-Resistant

But packaging manufacturers faced another problem besides freshness: stores can’t sell cookies after the package has been opened.

This packaging needs to be both tamper-resistant and resealable. When you pull the “easy open” tab, you’ll notice that the cutout for the resealable, sticky part of the top has two flange-type bits that scroll off to the sides. Those two thin strips of plastic break off as you pull the tab open to reveal the food inside, and you can’t get to the food without ripping off the thin plastic strips. That way, when you look at a bag in the supermarket, you can easily determine if someone has already tried to break into it.



Less Waste

What makes it unique isn’t just that it’s used to keep the food fresh. Any number of ziplock bags could handle that task. Packaging manufacturer took the packaging a step further and actually incorporated the resealable feature into the only layer of wrapping that holds the food in the container. This reduces



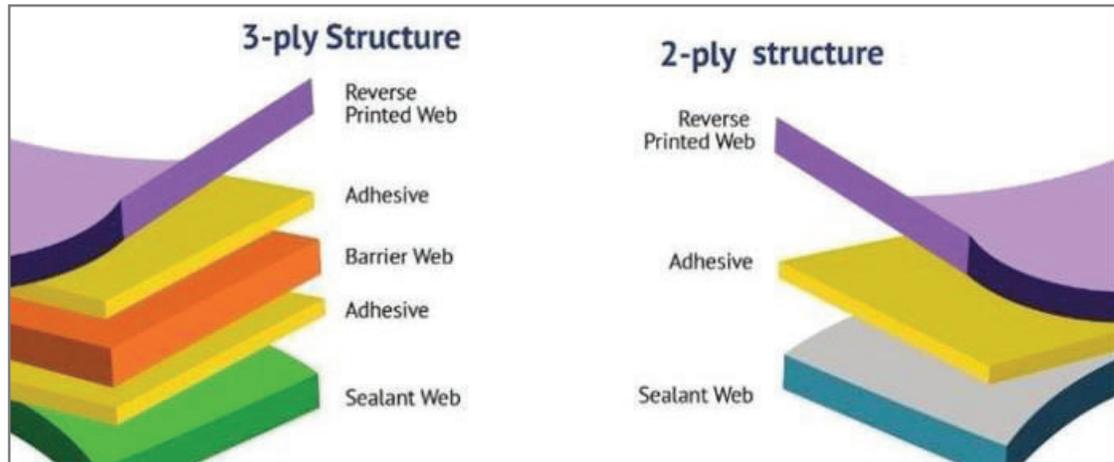
excess packaging material, and therefore creates less waste.

Easy Closing

You don’t even have to make an extra effort to make sure the top settles back down evenly across the opening to securely close – the plastic usually folds down right in place. Now it’s all sealed up until the next time.



How it is Done

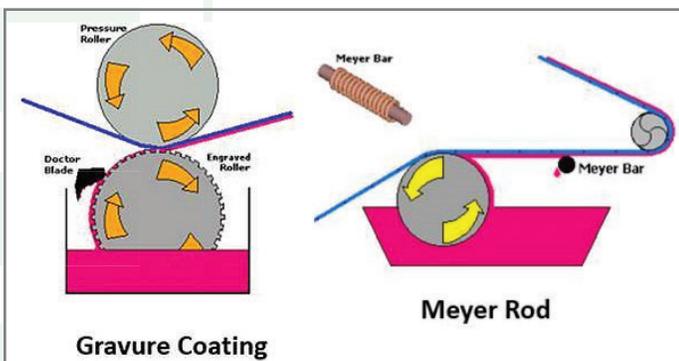


Adhesive for Reclosable Application = PSA Pressure Sensitive Adhesive (Reseal Adhesive)

Key Features: Provides a smooth, quiet and magnetic-like peel, FDA compliant for direct food contact applications. It's repositionable, is a water-based adhesive. Pressure sensitive and formulated to provide a repositionable seal with little diminishment in seal strength provided there is no contamination of the PSA. PSA is also FDA compliant for use in direct food contact applications.

Seal strengths will vary with specific coating, film treatment, and processing. High peel resealable adhesive for direct food contact: FDA 175.320; Medium peel resealable adhesive for direct food contact: FDA 175.320.

PSA Common Application Methods



Double Laser Scoring

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adhesive for direct food contact: FDA 175.320; Medium peel resealable adhesive for direct food contact: FDA 175.320.

Laser scoring on reverse printed film side with particular shape for tamper-resistant + "easy open" tab. Additional laser scoring on sealant web side with smaller shape than the previous one, with tamper resistant geometry.

Result

2 layers structure: PET + PSA Adhesive + metPET

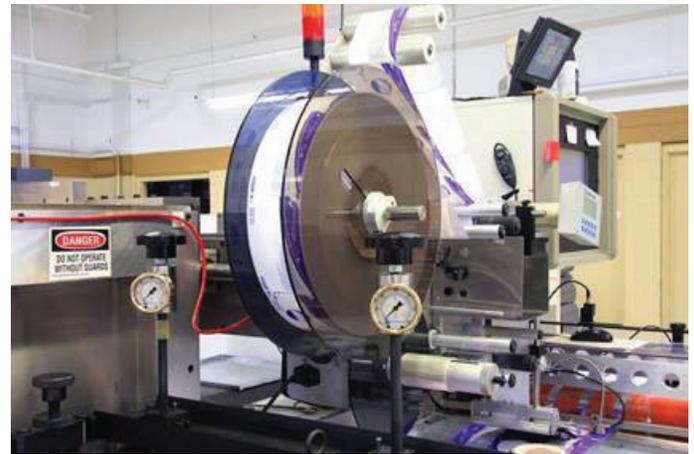


Other Similar Solutions

Resealable Packages Using Labels

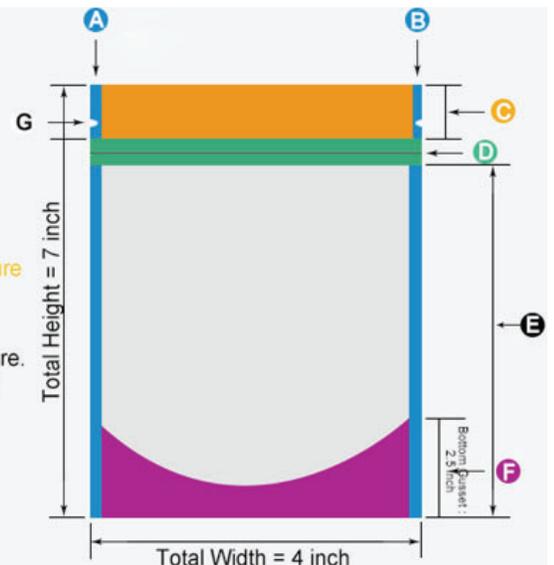
Apply labels to the film web to act as a resealable lid on the product package. The labels are produced with films, adhesives and finishes to deliver the desired barrier and structural properties for the finished package. Materials can be produced in both roll form or as individual pouches.

To create the openings for easy product removal, laser score the film creating an opening shape and size optimized to the package contents. The entire area of the laser scoring (what we call a slug) stays as part of the package and is secured in place by the label applied directly above it.



Example : 4inch x 7inch x 2.5 inch
Total Width = 4 inch
Total Height = 7 inch
Bottom Gusset : 2.5 inch

- A** Side Seal Area
- B** Side Seal Area
- C** Sealing Area Above Zip closure
- D** Zip closure
- E** Filling Space Below Zip closure. This Is Total Filling Space Of The Product
- F** Bottom Gusset. This is also filling space.
- G** Cut Mark



Zipper Bag, Slider Storage Bag

Made in plastic zip bag making machine. Laser scoring required, above zip position.

Summary

	Snack N' Seal	Resealable Packages Using Labels	Zipper Bag, Slider Storage Bag
Productivity			
Less Waste			
Production Cost per Unit			

SEI Laser Packmaster Cross Web:

**A Unique Solution for
Snack N' Seal Packaging**

