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Atlantic Canadian packaging company thinks outside the “pouch.” PolyCello develops environmentally-friendly packaging

by Industry News

September 30, 2009

(Amherst, NS) – North American frozen fruit and vegetable shoppers will find it easier to be environmentally-friendly with the help of Atlantic Canada-based flexible packaging company, PolyCello.

With more than one billion non-recyclable, bottom-gusseted stand-up pouches produced in North America alone annually and customer demand for greener packaging on the rise, PolyCello developed an environmentally-friendly, recyclable packaging solution.

“Our clients want to be greener and we are doing our part to help service their needs,” said Stephen Emmerson, president and CEO, PolyCello. “We continuously pursue opportunities to be environmentally responsible, both in our day-to-day operations and the packaging we create for our customers.”

PolyCello’s environmentally-friendly pouches are developed using their SmartPack Technology. The VOC-free process reduces the number of films required for a given package, saves production time and reduces the environmental impact—both in the process and in the packaging.

“We have a vision of moving towards sustainable solutions,” said Craig Evan, vice president, marketing. “Our team is dedicated to creating innovative, compostable, biodegradable and recyclable options for our customers and theirs.”

PolyCello’s prototype SmartPack stand-up pouch was showcased at the Packaging Machinery Manufacturers Institute (PMMI) Packaging show in Chicago last year. The first order rolled off the PolyCello line in early April 2009 for an organic line of frozen fruit carried by the large US-based Stop & Shop and Giant grocery chains. This order included 240,000 packages that can now all be recycled.

“We are not only proud of the millions of packages that will now be diverted from landfills, but of our employees, here in Nova Scotia, who strive to become leaders in innovation and sustainability,” said Emmerson.

PolyCello was one of the first in the flexible packaging industry in North America to earn the ISO-14001 designation, confirming the company’s commitment to maintaining the highest environmental management standards.

About PolyCello

Headquartered in Amherst, Nova Scotia, PolyCello is family-owned and operated and currently employs 350 people in its modern, state-of-the-art facilities in Amherst, Nova Scotia and Belleville, Ontario. With over 50 years of history, PolyCello has developed a reputation as an expert manufacturer and printer of high-quality flexible packaging. PolyCello is one of Canada’s 50 Best Managed Companies. For more information visit www.polycello.com

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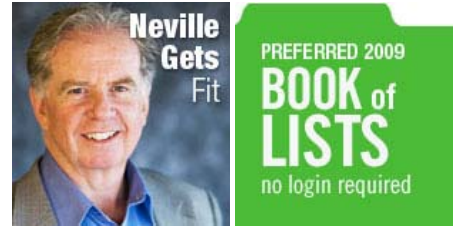
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