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Glitzy packs perk for coffee

Consumer convenience teams with technical know-how and some shapely new options in flexible packaging structures, along with tech visuals and maximum sales appeal in this year's Flexible Packaging Assn. competition. More than ever, pouches are replacing structures as showcased by the 35 winners.

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The coffee aisle is being overstuffed with new introductions, exotic flavors and beautiful packaging, which prompted Loblaw Companies Ltd., Brampton, ON, to go one step further with its new, luxurious rendition of the President's Choice coffee pack.

Converted by **Genpak LP** (www.progressivepac.com), the unusual, vacuumized valve bag won Gold for printing achievement.

Canada's largest food distributor, with operations across the country, Loblaw's introduced the pouches in the fall of 2005. Notes Bill Reilly, development manager at Genpak, "Loblaw's approached us with the design that was printed on cans at the time. We all knew that we would be able to deliver the kind of impactful packaging that would jump off store shelves.



"The designers are enthused with the superior packaging; the purchaser is satisfied with the minimum costs in the product launch. We print the rollstock for all of the stockkeeping units side-by-side, and the printing manager is delighted with the great output achieved while producing less waste. It's a win-win situation."

The 250-g standup valve bag for fragrant Costa Rican coffee features a rolldown opening that can be secured with a clip wrapped around the bag.

Costa Rican coffee is just one in a series of Loblaw's beautifully printed bag motifs presenting artistic, tropical or sophisticated graphic designs. The coffee flavors include French Vanilla, Chocolate Swiss Almond, Flavored Decaffeinated Vanilla Hazelnut, fine-ground Columbian Supremo, Irish Crème and Hazelnut Crème.

Genpak produces the rollstock for the bag at its plant in Aurora, ON. The three-ply adhesive/extrusion lamination consists of polyester/PE/foil, reverse-printed in eight colors on a 10-color **Fischer+Krecke** (www.fischer-krecke.biz/) flexo press at speeds of 300 m/min. The Costa Rican coffee's

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eye-catching, painterly graphics depict a green and yellow parrot on a rich, gradating, green-to-black background. The lush and eye-popping design is courtesy of Opaltone® digital separation software from **Opaltone, Inc.** (www.opaltone.com). Genpak says the software allows it to print 12 different coffee variety designs side-by-side, using the same eight colors. Reilly notes that Opaltone overcomes saturation deficiencies in cyan/magenta/yellow inks, producing greater optical contrasts and richer, brighter color appearances.

"Running jobs back-to-back using Opaltone, we eliminate ink washups and color matching, which saves time," he says. "When we wash up color, we can also create a certain amount of ink and solvent waste, which can be detrimental to the environment. Opaltone eliminates washups and is more environmentally friendly. It can reduce the material used to set up the press and reduces ink usage and waste by up to thirty percent, depending on the job."

More information is available:

Genpak LP, 905/727-0121. www.progressivepac.com

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