

PRESS RELEASE

ALBIS PLASTIC and RPC Bebo Plastik develop IMLT-Oxygen Scavenger solution

- Oxygen absorber SHELFPLUS® O₂ from ALBIS PLASTIC is used in in-mould thermoforming products from the company RPC Bebo Plastik GmbH
- Active packaging solution for the pet food segment as an alternative to aluminium packaging.

Hamburg, 12th December. ALBIS PLASTIC GmbH, global specialist for the distribution and compounding of technical thermoplasts located in Hamburg, and RPC Bebo Plastik jointly supply a new 'active packaging' solution for the pet food segment.

This unique packaging solution combines in-mould labelling and oxygen absorber technology in a thermoforming process and is an alternative to conventional packaging options in the pet food segment.

Roland Schultz, Director Marketing Packaging at ALBIS PLASTIC, sums up the development as follows: "It was a real challenge to develop a probate plastic alternative in the pet food segment, but the result is impressive. The advantages over previous solutions lie in its dimensional stability after mechanical stress, the low CO₂ balance along the entire product lifecycle and the variety of possible shapes."

Thanks to the SHELFPLUS® O₂, both the oxygen that penetrates the packaging from outside and the oxygen within the head room is absorbed. SHELFPLUS® O₂ offers ideal protection for sensitive contents such as dye stuffs, vitamins, grease or oils, whilst maintain the taste and quality.

The packaging solution was presented for the first time at the Fachpack 2013 fair in Nuremberg. "A high-barrier thermoforming mould with sterilisation-resistant in-mould label and oxygen absorber as active components is totally new. Pleasingly, the interest by the customers for this innovative packaging solution is high and clearly shows us that there is demand for packaging alternatives in the pet food sector," says Matthias Michaelis, Business Unit Manager Barrier at RPC Bebo Plastik.

ALBIS PLASTIC profile in brief

ALBIS PLASTIC is one of the global operating companies in the distribution and compounding of technical thermoplastics. In addition to the product portfolio of well-known plastic manufacturers, ALBIS offers the plastic processing industry a diverse product range of high performance plastics, compound solutions and masterbatches. In the 2012 business year, the ALBIS Group, which has approximately 985 employees, achieved sales of 753 million euros. With 17 subsidiaries, the Hamburg-based company is represented in many European countries as well as in North Africa, the Far East and North America. ALBIS manufactures plastic compounds and masterbatches at three locations in Europe – Hamburg (Germany), Zülpich (Germany) and Manchester (United Kingdom), as well as in the new production site at Changshu, China. For more information, please visit <http://www.albis.com>.

Enclosed picture material



Packaging solution for the
pet food segment

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