

CRYOVAC®

BRAND FOOD PACKAGING

Formed Profile Printing

SEE Graphic Services, Sealed Air's Printing and Graphic Professionals, introduces Formed Profile Printing, a revolutionary printed forming web technology that enables graphics to be printed on a package without distortion allowing for greater packaging surface utilization.



BENEFITS



Brand Experience

- Superior utilization of package surface area allows for increased graphic footprint and improved brand/package call out placement
- Allows for additional branding placement options to help ensure package stands out on shelf
- Eliminates graphic distortion on all content
- Bar codes can be placed on side and/or bottom to increase package scanability

CHALLENGE

Your packaging holds a significant influence on a consumer's decision whether or not to purchase your product. In fact, 64% of consumers claim to have purchased something new because the package caught their attention. Now more than ever, your packaging's ability to attract a shopper's attention is essential to your success when determining which product they should purchase.

SOLUTION

Introducing Formed Profile Printing, a revolutionary printed forming web technology that enables graphics to be printed on a package without distortion. As a result, allowing for greater utilization of the full packaging footprint and enabling your brand to always be visible and not limited to just one side of the package. Therefore, giving you the increased point of sale visibility you need to ensure your brand is seen regardless of how your product is merchandised.



Formed Profile Printing

MATERIAL

FORMING WEBS:

- NT is recommended structure with trapped print
- T-series is possible under certain run conditions and minimal draw depth
(due to temperatures and ink pick off during forming process)
- 1/2" to 4" draw depth is recommended for image density but may vary depending on image

SHAPES:

- Straight side walls are preferred
- Product fit in forming die may impact the quality of the final package
(loose fit, baggy appearance, etc. are not recommended)
- Currently available on cylindrical puck and rectangular/cube shapes
(New geometrical shapes could be developed but would require additional development and lead time)



EQUIPMENT

- Forming web registration is required on packaging equipment
- Able to print on any rollstock press

SPECIFICATIONS

- Printing Type: Flexographic
- Color Specifications: No limitations
- Size: Art size depends on package shape and depth
- Graphic Specifications: Can be raster or vector graphics including bar codes



CASE STUDY



Brand Experience

CUSTOMER:
Olé Mexican Foods

CHALLENGE:
Mexican food accounts for just over 60% of the U.S. ethnic food market for which the retail setting is highly competitive. Queso fresco, the most popular type of Mexican cheese, presents a unique challenge for brands that want to differentiate themselves on shelf. Round, puck-shaped packages of queso fresco are typically stacked in the retail dairy case, limiting shoppers to a side view and resulting in a lack of brand visibility.

SOLUTION:
Sealed Air developed an innovative printing technology called Formed Profile Printing which compensated for the distortion predicted to take place on the forming web. This innovative solution resulted in proper sizing and placement of the artwork on the profile of the queso fresco packages, allowing Olé Foods brand to stand out like never before in a sea of white, blank packages.

[Click here to read full customer success story](#)



INCREASE IN SALES

16%
(\$1.5 MM)
over an 8 month period