



Mother Earth Wrapper



ENTRANT

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CATEGORIES ENTERED

Environmental Impact



SPECIAL FEATURES



Mother Earth sought to optimise wrapping materials during a plant upgrade in 2005. The success of the change is now proven.



The old wrapper was a 40gsm laminate - generous dimensions!! The new wrapper is sized to only just fit the biggest bars made. Its base substrate has special properties that help minimise environmental impact without compromising wrap speed, plant efficiency, product presentation or keeping qualities.



Three targets were considered at the start of the project:

1. Maintain/enhance product keeping quality.
2. Minimal environmental impact.
3. Best overall cost.



The substrate Mobil 25MB668 is a biaxially oriented polypropylene film chosen because of low temperature seal coating and is able to run at high speed. Protective acrylic coating on the outer helps retain taste profile.

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The Aperio Group, provider of the film laminate, is delighted to support this entry as it supports the Packaging Accord targets, taking volume out of the waste stream.

