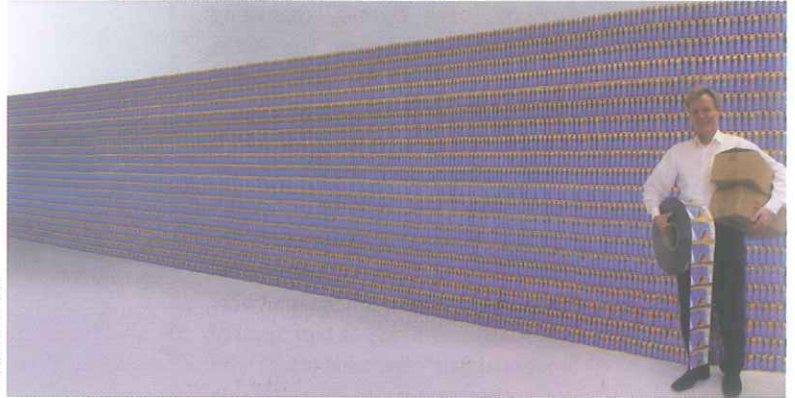


Of ecological value

Basically, the Cyclero represents an advancement of the stand-up pouch. The system is based on flexible packaging materials which are categorized as "ecologically advantageous" in the meaning of the German Packaging Ordinance and also provide logistical advantages due to their relatively low weight. According to Huhtamaki Ronsberg, life cycle analyses confirm that Cyclero, as compared to reusable glass bottles and aluminium or tin cans, has lower environmental impact in the categories of greenhouse gas effect, terrestrial eutrophy, use of fossil resources and soil acidification. And according to the manufacturer, the fees to be paid by companies to Duales System Deutschland (DSD) for the "Green Dot" are lower for the Cyclero than for, e.g. cartons, glass or PET bottles of the same fill volume. ■



Photos: Huhtamaki

A single 35-kg roll of the flexible packaging material for the body of the Cyclero is enough to make 10,000 flexible cans.



Huhtamaki:
Hall 10,
stand D 18

Optima:
Hall 16,
stand D 35

Laudenberg:
Hall 4,
stand D 45,

Aisapack:
Hall 11,
stand E 03

minium. For the top part, there is a choice of twist closures with different diameters, reclosable lids, or simple pull-off solutions. Integrated injection-molded parts can increase stiffness, if desired.

Consequently, this multitude of possible combinations allows users to realize custom-made packaging solutions - fine-tuned to the desired design and the product to be packaged. For the coffee packaging, which Huhtamaki Ronsberg has realized in cooperation with its machinery partner Optima from Schwäbisch Hall, Germany, it must also be taken into account that coffee continues to out-gas even after being packaged. While

the film includes a valve to allow any excess pressure to escape, a certain interior gas pressure will be maintained inside the can, giving the packaging its stability.

Event packaging with a fun factor

The first user of this system in the beverage area is Foodvertising, a company based in Arnstadt, Germany. This is where the currently only form-fill-seal machine for the film can is located. This version of the can as a beverage container is called DrinkbaX. "For us as a supplier in the event business, DrinkbaX is the ideal thing,"

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