

Success Stories



According to Rick Lawson of The Packaging Group, Inc., (PGI) his company's reputation is that of a successful problem solver. Customers look to them to tackle myriad packaging problems and come up with quick and cost-effective solutions. To do so the 35-year-old, Arkansas-based company combines its own capabilities with the expertise of industry-leading packaging suppliers like General Films.

A recent case-in-point involved PGI's customer, Simmons Foods, a leading poultry processing company that provides chicken products to Taco Bell restaurants. Simmons has long been supplying Taco Bell with a chicken item that is delivered in a plain, clear film packaging. Now the restaurant wanted another pre-cooked chicken product for its value meal menu that would be packaged differently to distinguish it from the original chicken item. There were a number of considerations to address: First, the pre-cooked chicken would be brought to serving temperature while in the film packaging. Second, the original idea was to print the product's identity on the film. Lastly, in some Taco Bell locations all the workers are not proficient in reading or speaking English, which would require printing in multiple languages.

PGI contacted General Films to discuss these issues and, after considering a number of possibilities, they determined that the best approach was to use a blue tinted, coextruded nylon and polyethylene barrier film. This approach met all of the customer's requirements by providing a package that can be safely and efficiently heated in the restaurant, and is easily distinguished from the clear-wrapped chicken product without the necessity of printing on the film. Eliminating the printing process reduced both the cost of the packaging and the time-to-market.

General Films has worked with The Packaging Group for over 15 years on a variety of projects. According to Rick Lawson: "Of the dozen or so suppliers we work with, General Films stands out for their technical knowledge and innovation. They don't rest on their laurels, instead they keep up with the changing needs of the marketplace. For example, this film is run on their new 9-layer line, and they are one of the leaders in producing nylon-based films. Their quality and service is always first-rate and you can depend on them to deliver what and when they promise."



Review: incredible polyethylene price decline of 50% at the end of 2009 followed by a modest rebound in February and additional firming in May and June.

Listless PE resin market; producer desire for higher price is confronted by weakened worldwide demand and moderate energy prices.

Resin producer resolve to control production and inventories resists lower pricing.

Outlook depends on energy costs. With stronger oil and natural gas, another 3-5 cent price increase looks quite possible. But in our view, energy costs remained contained, resin demand remains tepid and resin pricing is likely flat to slightly lower.

Poly 101 - "A Sticky Situation"

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Employee Spotlight: Marilyn Dennings



Marilyn Dennings has been a loyal associate of General Films for 38 years. Although Marilyn has tackled many responsibilities in her long tenure, she is currently the Personnel Director and Corporate Secretary. Marilyn has seen a lot in her 38 year career. What she enjoys most about her job is dealing with the

associates at General Films. "There are a lot of wonderful people here who have a lot of skill and expertise, it is a joy to work with them." Her favorite task is payroll which she has been doing for 37 years. Marilyn states that "General Films is the perfect employer with the employee's well-being always at heart." Her family includes three sons, two daughters, 13 grandchildren and one great grandson.

Email: marilyndennings@generalfilms.com

**General
Films, Inc.**

INNOVATIONS IN PACKAGING

645 SOUTH HIGH STREET
COVINGTON, OHIO 45318

P: 937.473.2051

F: 937.473.2403

W: WWW.GENERALFILMS.COM

Can I use coextruded films in laminations or to replace laminated film to lower packaging cost?



The quick answer is YES, and in two significant ways. The first way would be to substitute or replace coextruded barrier film in what was formerly a plain laminated structure without printing. The barrier need should be examined to match up the oxygen barrier requirement and whether the film needs to have nylon on the outside of the web for automatic FFS or in pouch making conversion.

If the OTR (Oxygen Transmission Rate) barrier can be attained and package optics is not a concern, then there can be a significant cost savings by switching to a coextruded film to replace a lamination.

The second way to save money is to use the barrier coextruded film as the sealant layer in a lamination. For instance, NYLON or EVOH & Nylon, or some other possible barrier combinations, such as Nylon and, or HDPE (high density polyethylene) for added moisture barrier; whatever the specific barrier requirement is needed in the finished lamination.

But it is worth examining coextruded flexible films as a cost savings alternative. With the correct use of coextruded films and careful evaluation with the packaging equipment and barrier testing, these coextruded films can be a great way to offset the rising cost and uncertainty of material pricing fluctuations in today's competitive marketplace.