

CELLOPHANE AIDS NEW PRODUCT CONCEPTS

OUTSTANDING CELLOPHANE APPLICATION

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For complete details on the packages described in this folder and help with your packaging problem, contact your Avisco® cellophane converter or sales representative.



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Establishing a totally new type of product like the soft-moist pet foods demands outstanding packaging. Eye appeal and product protection are extremely important. That's why more soft-moist pet foods producers have chosen Avisco RS cellophanes than any other material. They wanted to show off the "people food" look of the new pet foods yet get up to six months shelf life without refrigeration.

RS saran-coated films provide the moisture and gas barriers necessary to help keep the product fresh and flavorful for months. They are greaseproof and perform perfectly on high-speed packaging equipment. But best of all, they deliver these essential characteristics economically. No other material offers such a combination of properties at so low a cost.