



Section on: Product Marketing- Anti skid Matt BOPP

## **Max Speciality Films**

**Objective:**

- **High static friction** : anti-skid performance during storage/ stacking and transportation



- **High Seal Strength** : bulk bag heat seal folding, gusset sealing, high speed packaging



- **High Matt** : premium satiny look and differentiating shelf appeal



# 18H1HS-HCF: Application 1

**Brand:**

NESTLE- PURINA PET Food bags

**Convertor :**

Uflex Noida ( Pre made Pouches)

**Laminate Structure:**

18H1HS-HCF / Ext PE / Sealable WPP

**Packaging machine details:**

Not Disclosed



# 18H1HS-HCF: Application 2

**Brand:**

LT Foods – Daawat Rice

**SKU:**

1.25kg Brick bags

**Convertor :**

Skypack (Printing)

**Laminate Structure:**

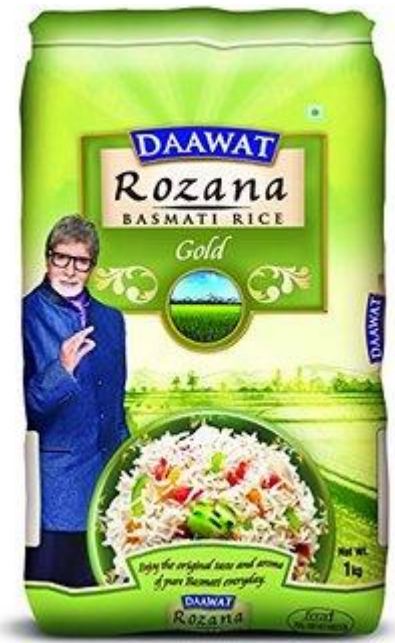
18H1HS-HCF / 12 Met PET / 70 PE

**Packaging machine details:**

Speed : 40packs/min

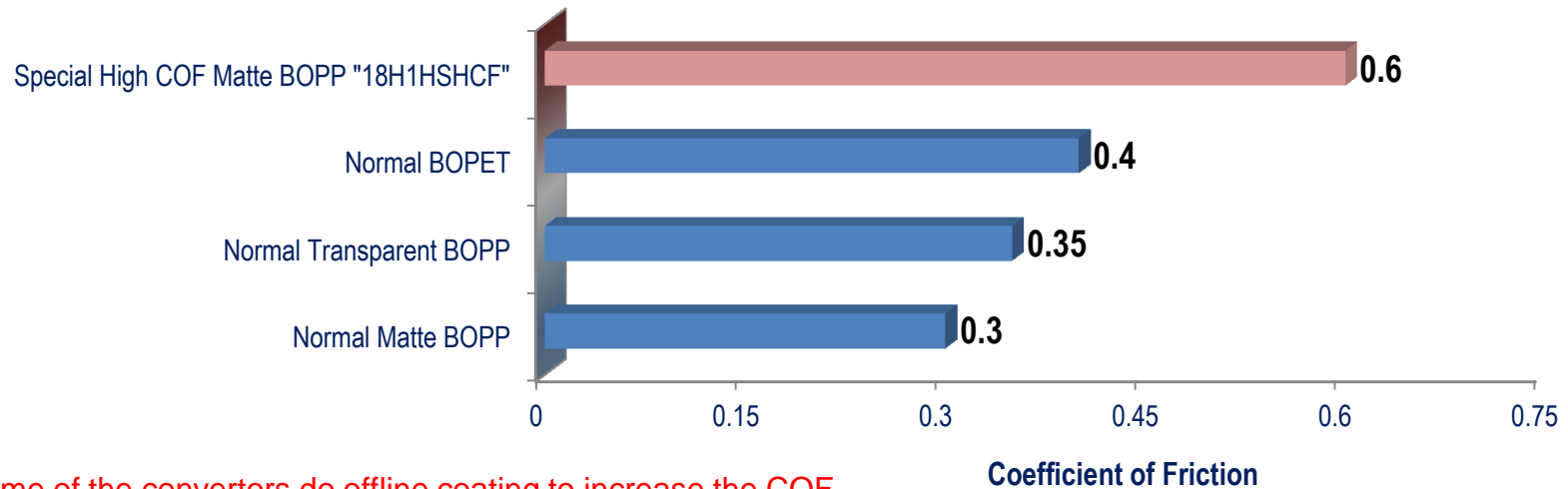
Machine make : Guill

Packaging type : Brick pack (with Gusset)



# 18H1HS-HCF: Value Proposition

## 1. High static COF for stacking applications: Static COF is maintained even after conversion



\*\*Some of the converters do offline coating to increase the COF

## 2. High Seal Integrity of Matt (outer) surface

- High seal strength 650g/25mm and SIT 105degC gives high seal performance when bulk bags are folded with seal at top.
- Low SIT enhances the pack formation where the top surface is sealed to itself when gusseted.
- Lower the SIT, better the sealing even at lower dwell time.
- DAAWAT Rice bag outer layer matt surface with 120degC SIT BOPP Film replaced with 105degC SIT BOPP film , eliminating the problem of poor sealing at gusset area.

# 18H1HS-HCF: Way Forward

## 1. Target Customers

- India Gate (KRBL )
- Daawat (LT Foods)
- Kohinoor
- Aeroplane (ACJK Exports)
- Best
- Lal Qilla
- Galaxy
- Double Chabi
- Shakti bhog
- All woven sacks manufacturers

## 2. Target Replacement

- Transparent PET/BOPP
- Matt PET
- Matt BOPP
- Offline Coated PET/BOPP

## 18H1HS-HCF

- Better anti skid performance
- Differentiated shelf appeal
- High Seal integrity
- Cost saving