



Press Release  
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## **bpi.films displays Total commitment to greener packaging**

With the 2010 Total Processing and Packaging show rapidly approaching, leading manufacturer of pallet stretchwrap, shrink and converter films, bpi.films has revealed its plans for the biennial event.

At the integrated processing and packaging exhibition, the business will showcase just some of its latest films which enable users to reduce their impact on the environment and minimise levels of packaging waste - without compromising on performance.

In particular, visitors to the bpi.films stand (stand number 5746, Packaging Innovation Hub) will be able to learn more about the manufacturer's next generation Wrapsmart range. These downgauged, hand-applied, pallet stretch films offer all the performance of conventional 14 micron (m $\mu$ ) films but from a gauge that's typically half that thickness.

The net result of this impressive downgauging is that less film by volume is required to wrap a given load and so less packaging waste is created. Plus, this reduced waste can be reprocessed rather than sent to landfill as all Wrapsmart films are 100% recyclable.

As a further green benefit, Wrapsmart films also contribute to a reduction in transport emissions. Thanks to their thinner nature, bpi.films can wind more film onto a standard reel and so fewer deliveries are required.

bpi.films now offers four different Wrapsmart films for specific industry sectors:

Wrapsmart*ultra*, the original high performance film is designed for general use and has a 7m $\mu$  gauge.

Wrapsmart*Blue* considers the needs of the food industry and benefits from a distinctive blue tint to aid pallet identification and to help minimise accidental food contamination. It also offers 14 m $\mu$  film performance from a 7m $\mu$  gauge.

Wrapsmart*Subzero* addresses the challenges of chilled distribution and storage. Also a 7m $\mu$  film which performs as well as a product twice its thickness, it has a unique formulation which ensures it can be used for sustained periods down to -25°C without any loss of performance.

Finally, Wrapsmart*Black*, a 9 m $\mu$  film, has a black tint allowing loads - such as those of an urgent nature or destined for a certain location – to be colour coded for immediate recognition. It can also be used to help disguise pallet contents.

Aside from the Wrapsmart range, bpi.films will also place a machine applied, pallet stretchwrap under the spotlight at Total. SupremeRM offers exceptional film clarity due to its cast production method. It also offers optimum wrap integrity thanks to having a low cling outer face and a high cling inner face. Furthermore Supreme enjoys a stretch capacity of an exceptional 250%, an impressive stretch which allows users to effectively downgauge the amount of film they apply bringing with it savings in terms of material usage and waste created. Plus, any used film can be reprocessed as Supreme RM is 100% recyclable.

Those looking for next generation shrink films will also be catered for as the business intends using Total to promote Novatek and Nov8 collation shrink films.

The Novatek range of unprinted shrink films combines state-of-the-art polymer and extrusion technology with close tolerance gauge control to deliver exceptional performance and consistency in use. The films benefit from a downgauged profile yet offer excellent strength to ensure trouble-free wrapping time after time.

Nov8 is an innovative shrinkwrap that offers the dual benefits of enhanced environmental credentials and superb print properties. Ideal for brewers, soft drink manufacturers and other organisations that regularly employ multi-pack formats, Nov8 draws on the latest technological advances to offer all the performance of conventional shrink film but from a downgauged profile. This means that less film is required to wrap a given pack and so less packaging waste is created. It also allows

more film to be wound onto a reel of Nov8 which leads to fewer deliveries and lower carbon emissions.

Commenting on bpi.films' plans for Total Processing and Packaging, Ausra Landey, Marketing Co-ordinator at the business, said: "bpi.films may be a market leader when it comes to the supply of polythene films but we're not content to stop there. We also aim to be a thought leader and as such, continue to invest heavily into product research and development and into the latest production technology.

"It's this approach that led to the creation of products like the Wrapsmart range and we're genuinely looking forward to telling people more about these films at the Total show. After all, there's no better place to showcase such major advances in polythene packaging than at one of industry's biggest exhibitions."

**- Ends -**

**IMAGES:**      Wrapsmart family.jpg

**CAPTION:**    **Films of the future.** bpi.films will showcase a number of next generation downgauged films at Total Processing & Packaging – including its recently extended Wrapsmart range.

For more information please contact Wayne Mohammed at [Precision](http://Precision) on 07931 586 334 or [wayne@precision-online.co.uk](mailto:wayne@precision-online.co.uk)

#### **Notes to Editors:**

- bpi.films is a division of British Polythene Industries (BPI) plc, one of Europe's leading manufacturers of polythene film.
- bpi.films is the only UK stretch film manufacturer with 5 layer cast film production technology, giving it a strong position at the forefront of the packaging industry.
- bpi.films' product portfolio includes printed shrink film, produce films, bread films, lamination and heat lamination films, liquid packaging films, surface protection films and pallet stretchwrap.
- Products manufactured by bpi.films, which include such highly respected brand names such as Novatek, Brithene and Supreme, provide secure, cost-effective transit and primary packaging for the most demanding applications.
- The continuing success of British Polythene Industries has been formally acknowledged in a high profile survey. The business achieved 40<sup>th</sup> place out of 236 companies in a league table of 'Britain's Most Admired Companies 2009' published by Management Today in association with Accenture. Importantly, BPI also attained second place in the Paper & Packaging sector.

