

AGI/KLEARFOLD EUROPE INTRODUCES NATURESOURCE™ VISUAL PACKAGING

Background information

AGI/Klearfold's quest to develop a high-performance PLA plastic carton began almost 18 months ago. It was a collaborative process that included researching and developing a PLA sheet that could withstand the rigors of carton manufacturing and decorating; building a supply chain; and developing converting processes and ink and adhesive systems tailored to the unique requirements of the new substrate.

NatureSource Visual Packaging is created in partnership with NatureWorks LLC, in Minneapolis, Minnesota (www.natureworkspla.com), which makes the PLA resins

To bring NatureSource Visual Packaging to market, AGI/Klearfold and its partners applied new processing techniques to yield a clear, heat-stable PLA sheet suitable for demanding box-grade applications. NatureSource cartons are very durable, offer exceptional stiffness, and crease beautifully to form cartons that fold cleanly and maintain a crisp shape. The new visual packaging is available with all the high-quality decorating options that AGI/Klearfold offers for its other visual packaging products. NatureSource cartons can be printed using offset, flexo, or silk screen, or any combination of those printing processes, and can be embossed and hot or cold foil stamped for enhanced brand appeal.

The basic raw material for NatureWorks PLA is dextrose, a natural sugar derived from the starch in kernels of corn. The dextrose is fermented and distilled into lactic acid, which is transformed into PLA resin pellets. As a nature-based product, AGI/Klearfold's NatureSource Visual Packaging contributes to improved waste management systems. It is designed to be accepted into both mechanical and chemical recycling processes; however, because the resin is relatively new, an infrastructure for consumer collection has not yet been developed.

“NatureSource is durable, attractive, nature based, and made from annually renewable, sustainable resources — characteristics that make it one of the most exciting new brand marketing tools available today,” says McGee. “It clearly has the power to influence consumer choice and to support consumer products companies’ environmental packaging objectives.”

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