

# Case *Eco-friendly Stand-up Pouch Packaging*

FOOD THOUGHTS®

## *About Food Thoughts*

Fairtrade Ltd, owners of the Food Thoughts baking chocolate brand, were launching a new product for distribution in premium UK retailer Waitrose. Their remit was very precise. With huge emphasis on sustainability, and a strong appetite for recyclable packaging they wanted to ensure that, by launching this new product, they were not contributing to the packaging waste problem.



## *The Challenge*

UK's leading converter of premium printed solutions turned to LEIPA: Could LEIPA provide a material that could be run on existing machinery and be formed into a stand-up pouch? Stand-up pouch packaging is enjoyed by consumers and retailers alike – its attractive and practical design fits well into the confectionary market shelves. The new product should also have strong barrier features so the chocolate retains its shelf life, and the biggest challenge of all: it should be fully recyclable.



### **The LEIPA Solution**

LEIPA offered their new LEIPAbARRIER ECO. The material is supplied in reel form and runs on the converter's existing machinery. The benefits offered by EVOH technology put the LEIPA barrier product in the limelight; EVOH has excellent barrier properties which make it especially suited for food packaging. Not only it is fully recyclable, it is a clear environmentally friendly favourite.

*Food Thoughts wanted recyclable packaging for their new launch chocolate product. So LEIPA delivered.*



### **Partnerships**

Using LEIPAbARRIER, the impressive speed to market is not compromised. The product enables the machine to operate as fast as before and the shelf life is equally unaffected. Business Development Manager of the UK converter says the LEIPA product "offers superior barrier properties, seal integrity and great printability." LEIPA is a member of the OPRL (on pack recycling label) in the UK, allowing the pack to carry the 'Recyclable' green logo, adding further credibility to the product and brand.

*"We are thrilled that our vision to be the first in the baking category to launch this product line was fulfilled with fully recyclable packaging. The credentials of the material ticked all the boxes in keeping with our ethos of ethical sourcing and sustainability."*

Risė Rytlewski, Operations Director at Food Thoughts