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## Dairy Packaging Gets the Human Touch

Packaging innovator Cryovac® leads the way in its latest dairy packaging solution offering of tubs and lids that boast true-to-life printed images of people and products to create a sharper appearance for in-store products.

Cryovac's Trulife™ high resolution print process is as a cost effective alternative to in-mould labeling or self-adhesive label systems on orbital and round tubs, as well as lids. Trulife™ offers a more professional appearance of graphics, and allows for detailed product images and recipe solutions to be printed on the pack.

Cryovac's Business Development Manager Glenn Drake explains the sophisticated Trulife™ print process allows dairy producers of cheeses, yoghurts, margarine and the like to use thermoform tubs that enable faster, better quality production of '3D' effect images.

"Trulife™ printing is significantly faster than traditional in-mould labeling or self adhesive labeling. And when it comes to printing large quantities this can mean twice as many packs produced as label processes. This is particularly relevant when considering short leadtimes for high volume orders, or spikes in volume orders due to promotions, or unexpected demands.

"It offers a welcome less expensive alternative to in-mould labeling was restricted to injection molding techniques. Trulife's printing technologies allow manufactures to expand their scope of design."

Cryovac offers a complete service for dairy customers, with a team of in-house designers who work with customers from concept to production to ensure their artwork designs achieve the best results. Printing and all pre-press production are also under the care of Cryovac ensuring excellent quality control for customers.

Richard Hill, owner of Tasmanian cheese manufacturer Hillwood Cheeses, employed Cryovac's services to create a first for feta cheese packaging. The result was a striking tub and lid with a realistic image of a person featured on both tub and lid.

"Cryovac was able to deliver us an outstanding quality print production job. The images are very realistic.

"TRULIFE™ offers the depth and clarity to reproduce the complicated imagery we required to have our packaging stand out in the competitive retail environment," Hill said.

With the TRULIFE™ 8-colour capability and the Tullamarine in-house pre press colour separation facility, Cryovac has the ability to modify artwork during the press approval process with minimal interruption. All this means a level of quality and flexibility which other packaging suppliers can't match.

The 'true-to-life' photographic reproduction, giving images a realistic three-dimensional effect to create a lifelike effect for it's a range of packaging.

Drake said the alternative printing formats available today for rigid containers are often limited to printing only half the resolution of TRULIFE™, allowing manufacturers to expand their scope of design and creativity.

"The vast improvement in printing capabilities and better resolution makes the difference to Cryovac's packaging, producing sharper text and clearer images," he said.

The Trulife™ development process started with Cryovac six years ago to fulfill increased printing demands and to offer a premium service to customers seeking extra product differentiation.

**To find out more about Trulife dairy packaging solutions contact Glenn Drake on (03) 9339 9700 or email [glenn.drake@sealedair.com](mailto:glenn.drake@sealedair.com)**