

NON-FOOD CATEGORY

AIMCAL Awards DorPak™ Best in Class

On March 17, the Association of Industrial Metallizers, Coaters and Laminators named DorPak™ as this year's Best in Class new product in the non-food category at the association's Winter Management Meeting held in Bonita Springs, Fla. The product was introduced in April 2004 as the result of a three-year research and design partnership between Marietta, Ga.-based Graphic Packaging International and Cincinnati-based Cin-Made Packaging Group, which was seeking an improved package for the Preen brand of lawn and garden weed prevention product made by one of its customers.

"The manufacturer of Preen wanted a more dramatic presence at retail — a more consumer-friendly package that was a virtual marketing billboard plus was ergonomically easier to handle than a plastic bucket," says Robert Frey, president of Cin-Made Packaging Group. "Working with Graphic Packaging, we were able to develop the first practical and attractive paper alternative to rigid plastic pails and blow-molded jugs — a very significant innovation given the dramatic increases in resin prices during recent years."

DorPak uses a metallized, reverse-printed film process that features exceptional qualities in terms of both strength and graphics. The product's packaging benefits include:

- easy to lift, handle, storage, open, close and reveal
- tamper evident
- contents can be either scooped or poured conveniently
- manufactured in a wide range of sizes, from three quarts to 10 gallons
- carries up to 50 lbs of contents
- compression strength exceeding 750 lbs
- easily stacked on shelves in retail stores or supports the "disappearing pallet" concept in club stores
- can be custom-molded into a variety of end-usage shapes, including the four shapes currently being produced
- no secondary package for shipment/transport
- will not absorb moisture, so suitable for outdoor merchandising/display
- provides a strong barrier both inside and outside for pet food, chemicals and other "special handling" products

Dan Keefe, marketing director for GPI's Performance Packaging Division, adds, "Until now, no one has been able to bring together two very important processes — namely, doing reverse printing on a laminated flat sheet and then converting that flat sheet into a molded package. Cin-Made's converting procedure, together with the DorPak product, is the only system of its kind in North America."



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