



## FILM MATERIAL IMPROVES PRODUCT SHELF LIFE

Specialized Printing Spotlights Brand to Grab Customer Attention

### CHALLENGE

A leading produce manufacturer was looking for a new film solution with specialized matte printing. Its goal was to optimize product integrity and align printing with its brand. A different packaging supplier recommended a multilayer film with vent holes. After an initial trial, the manufacturer was unhappy with the film's performance. In addition to being more expensive, it negatively impacted the product's shelf life.

Anxious for a permanent solution, the manufacturer reached out to us for help.

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After assessing alternative materials, a switch to low density polyethylene (LDPE) was determined to be the best option.

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### SOLUTION

A thorough review of the pain points showed the vent holes negated the multi-layer film's barrier properties. The produce needed both moderate barrier properties and off-gassing to achieve peak shelf life. After assessing alternative materials, a switch to low density polyethylene (LDPE) was determined to be the best option.

Once the packaging style was approved, our team got to work on the specialized matte printing. While it was our first project running matte ink, we were confident in the skills of our Prepress and Print Departments. The specialized ink was sourced and successfully tested to meet the customer's specifications.





## THE RESULT

Relying on GAP's recommendation to switch to LDPE and the successful use of specialized matte ink, the produce manufacturer was able to reduce packaging waste, cut costs and optimize shelf life – all while making an impact on the shelf. The customer continues to trust GAP with its packaging needs and is able to flow all cost savings straight to the bottom line.



Optimized Product  
Shelf Life



Reduced  
Material Waste



Decreased  
Production Costs



Spotlighted Brand  
with Custom Printing

## HOW WE SERVE YOU IS WHAT MATTERS MOST

At Great American Packaging, we offer full-service manufacturing capabilities to create custom flexible packaging solutions across a variety of food, medical and consumer applications.

For decades, we've prided ourselves in serving our customers with the industry's highest performing bags and dedicated *white glove service*. Today, we are more committed than ever to giving each of our customers the personal attention they need to make smart packaging decisions and we ensure products are delivered on time. A friendly and knowledgeable packaging expert is always on-hand to help.



As your packaging supplier, you can count on us for a commitment to *white glove service* that continues to set the industry standard.

Call us at [323-582-2247](tel:323-582-2247) or visit our [Contact Us](#) page to speak to one of our packaging experts today.



## How We Serve You is What Matters Most