

September 2020



## **MEETING INCREASED COATED BOPP FILM DEMAND**

In the face of disruptions that have been created in traditional supply routes for BOPP films, Innovia Films Inc have been able to meet the increased demand for acrylic and high barrier coated films in the North and Central American packaging and labels markets.

Jon Knight, VP & General Manager, Innovia Films Americas states *“We have received a higher than usual number of inquiries about our specialty coated films. We are aware that some reconfiguration of production facilities, outside of Innovia Films, is putting pressure on supply in the market. Innovia as a well-established leading supplier of BOPP films into the Americas for the last 50 years, has a proven range of acrylic, fast and high barrier coated films. Their properties enhance machine performance, pack presentation and product protection.”*

Innovia’s high clarity, glossy acrylic films have a low sealing threshold and broad sealing range which allow a wide packaging operation window. Combined with excellent printability, they ensure that the packaging conveys an image of quality and maximises visual impact.

The high barrier coated film range maintains the product's quality throughout its shelf life, preventing food waste. They provide excellent moisture, oxygen and aroma barrier.

Innovia's latest range of Propafilm™ Strata high barrier EVOH mono co-extrusion films has high gas barrier properties and can replace non-recyclable barrier PET and OPA films in laminate structures to produce recycle ready, polyolefin structures.

If you are looking for proven high speed films that outperform competitive products and meet today's demanding packaging requirements, then Innovia has a product for you. Their fast, high clarity film that can still seal even when there is contamination in the seal area, provide optimum packaging efficiencies.

Jon concludes *"All our acrylic coated and EVOH films have been independently certified recyclable by Interseroh a German recycling and consulting company."*

**Ends (Words: 305)**

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**PICTURE CAPTION:**

Innovia Films Ltd is a major producer of highly differentiated speciality Biaxially Oriented Polypropylene (BOPP) films using a proprietary 'bubble' manufacturing process. It holds a leading global position in the markets for high performance coated films, tobacco overwrap, labels and security films. Innovia employs >1400 people worldwide and has production sites in Australia, Belgium, Germany, Mexico and the UK. The company is focused on high quality value added products, strong customer relationship, R&D and excellent service.