

CANADIAN 

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6 x 142 g 5 oz NET 852 g
BEEF BURGERS UNCOOKED KEEP FROZEN • PICTURE ENLARGED TO SHOW TEXTURE

A large, multi-layered burger is shown next to the box, featuring a beef patty, melted cheese, pickles, onions, and tomato on a kaiser roll.

BEEF UP THE VOLUME!

Cutting-edge product innovation and inspired packaging execution driving venerable frozen meat producer on to greater marketplace glories

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YOU GO IÖGO! ▶

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IN THIS ISSUE: PACKAGING FOR SHELF-LIFE • STRETCHWRAPPING • PRODUCT ID NOW

CANADIAN BIOTECH ENLISTS GREEN SOLUTION FOR ITS WAR ON WASTE

For companies whose very purpose in life is to help keep the planet clean, using sustainable packaging for its products comes naturally.

Founded in 1996, Quebec-based **Bionetix International Inc.** produces a broad range of biological waste treatment products found in countless food preparation and processing locations in North America, Europe, South America and Asia.

The company's biological digestants are composed of 100 percent naturally occurring, non pathogenic

microorganisms that have been specifically selected for their abilities to degrade target substances without the use of chemicals.

About a year ago, the company placed its first order for the new **EcoSol** brand of a water-soluble, biodegradable, polyvinyl alcohol (PVOH) film manufactured by the St. Paul, Minn.-based **Cortec Corporation**.

Developed specifically for packaging applications required where dissolvability and biodegradability, products packaged in EcoSol film can be thrown



Designed for dry lay up of boilers, Cortec's Boiler Lizard contains vapor phase corrosion inhibitor powder in an EcoSol water-soluble PVA bag.



Designed to protect steel and other metals used in the construction industry, Cortec's MCI Grenades consist of migrating corrosion inhibitors (MCIs) packaged in EcoSol water-soluble PVA bags, which quickly dissolve upon contact with water in the concrete mix.

directly into the treatment area without removing the film, according to Cortec.

After a few minutes of immersion in water at the right temperature, EcoSol will dissolve into a harmless, non-toxic aqueous solution of polyvinyl alcohol, releasing the packaged product to do its work. The film's polyvinyl alcohol byproduct will further degrade into simple carbon dioxide and water about 30 days after being exposed to common microorganisms found in water-treatment plants.

Using the EcoSol film for different Bionetix biotechnology products for natural cleaning, waste and agricultural treatment has left Bionetix production manager Walter Luis impressed.

"The Cortec film is a better and superior film to what we were using before," says Luis, who now uses it to package all Bionetix products of a certain size.

While the EcoSol film is not a core business for Cortec—whose primary focus is to formulate corrosion-resistant coatings and other surface-preparation products—producing it in-house has been helpful.

"It's beneficial because we have full control over the quality control here and are never really held hostage by other people," says Tim Bliss, manager at the **Cortec Advanced Films Division (CAFD)** business unit.

Bliss says the CAFD has been making the film for about 10 years and has been using it in various Cortec products, such as the innovative **Boiler Lizard** and **MCI Grenades** powder-packs.

However, the dissolvable characteristic brings its own challenges to producing EcoSol film.

"It's very moisture-sensitive, so it has to be kept in barrier bags so that the moisture can't get to it," says Bliss, adding that EcoSol provides up to two-year shelf life if the barrier film is kept intact and the product is kept in dry storage at room temperature.

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