

# Custom Food Packaging Solutions

At Placon, we deliver packaging breakthroughs that inspire better engagement between people and products, increasing consumer demand and shelf appeal.

- Create innovative designs, in collaboration with our customers, to extend shelf life and maximize profits
- Meet sustainability initiatives
- Utilize rapid prototyping and advanced production tooling
- Design to meet FDA industry standards

## CORE CAPABILITIES

### Thermoforming

Placon offers high-quality custom food packaging design, prototyping, tool design/build, extrusion and commercialization.

- APET, RPET, PP, HIPS, heat sealable, printable and barrier materials
- ISO 9001, AIB certified, & IMS with rigorous quality control procedures

### Injection molding

Placon produces food containers and tubs in sizes from 6 to 168 oz out of our ISO 9001, SQF & IMS certified West Springfield, MA facility.

- Available in a large variety of colors, clear and super clear
- Freezable, polypropylene (PP), high and low density polyethylene (HDPE/LDPE)
- Tamper resistant and BPA free
- Reusable, recyclable, microwavable, and dishwasher safe

### Custom Decorating Solutions

Customers from large private-label brands, food processors, supermarkets to independent bakeries and delis have employed Placon's high-quality decorating solutions to build brand awareness and boost shelf appeal.

- Dry offset printing up to ten colors
- Pressure sensitive labeling
- Embossing
- Custom inserts

### Sustainability

Placon is vertically integrated and extrudes EcoStar<sup>®</sup> food grade recycled material made from post-consumer PET bottles. Committed to environmentally responsible packaging, Placon has a zero waste manufacturing environment.

- FDA certified
- Up to 100% recyclable content



Made with  
**ecostar**<sup>®</sup>

# Custom Food Design Process

## Justin's Snack Pack

CASE STUDY



### THE CHALLENGE

Justin's, maker of high quality nut butters and organic peanut butter cups, sought a custom Snack Pack tray that would allow them to feel as good about the quality of the package as they do about the product inside.

### THE SOLUTION

Exceeding expectations, Justin's Snack Packs are made with recycled PET material. The convenient, all-in-one Snack Pack is designed to stand on its own, but is also peggable, providing retailers multiple options for merchandising. Two compartments keep foods separate and fresh and the easy peel barrier lidding makes opening a snap.



### DEFINE & COLLABORATE

We begin with an assessment of your packaging requirements through meetings and analysis. Next, our engineers create a conceptual package design.



### CREATE PROTOTYPES

Once this design is approved, we move to developing prototype tooling which we use to create sample packaging. 3-D molds test fit, form and function. Together, we analyze and modify. The prototype packaging is then presented for your approval.



### BEGIN PRODUCTION

When the packaging meets your final approval, we create the production tooling and, when you are ready, begin creating your product in our production facility.



### COMMERCIALIZATION

Our sales and engineering teams work closely with you to understand your time constraints and do everything possible to meet or exceed your expectations in getting your product to market.

