

Press Release

Linear tear properties: Films for modern convenience

Under the motto "What do you prefer - ripping or opening?" NOWOFOL Kunststoffprodukte offers the most innovative of all opening aids for film packaging. At Interpack in Düsseldorf, Germany, the world leader in the field of monoaxially oriented polypropylene films will demonstrate, for the first time, how we will "tear open" film packaging in the future.

This film is marketed under the product name NOWOSTRAIGHT and is full of promise. However, the most important feature of the film is its linear and parallel tear property. You can now open every film packaging easily and conveniently. No messy fingers, no spills from the bag. An extremely elegant and modern version of the opening aid. No matter whether it is used for foil envelopes, stand-up pouches, or special technical solutions – with NOWOSTRAIGHT as a strong partner everything runs smoothly. "The variety of applications offers so much potential," says Wolfgang Rasp, Managing Director of NOWOFOL Kunststoffprodukte GmbH & Co. KG. "We see enormous opportunity. The films can be sterilised and sealed," explains Rasp. The film solution also bears comparison to laser scribing: as opposed to laser-machined film, the barrier against gas and water vapour is not adversely affected. Parallel linear tearing is the solution. The notch on the side ensures that the film always tears in a linear and parallel direction.

The material is suitable for direct contact with food in the EU (PIM 10/2011EG) and in the USA (FDA). The raw material, polypropylene, is completely safe as regards effects on health and can be recycled easily. The film packaging is also a true lightweight, which could mean a new future for many of the old, familiar packaging products. An absolutely successful product – one could even say innovative – but for more than 40 years, that is precisely what the Upper Bavarian-based producer has been known for.

NOWOFOL Kunststoffprodukte was established in 1971 and currently has more than 150 employees at three locations. The tear-resistant specialty films are especially used in the packaging industry. The NOWOFLON ET films produced by the NOWOFLON subsidiary are used in architecture, the GRP and CRP industries and in the semiconductor industry. NOWOFOL is ISO 9001 certified and is a pioneer as an ISO 50001 certified industrial company. Many millions of euros are invested in sustainability every year.

Interpack is an international trade fair for packaging and packaging technology. The show, which takes place in Düsseldorf, Germany, was first held in 1958. In 2011, the trade show was a great success, with about 2,700 exhibitors from 59 countries and more than 166,000 trade visitors.

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