



Press Release

Plastipak Celebrates Success with a DuPont Award for Packaging Innovation

Date | Plastipak Packaging Inc., Plymouth, Michigan, USA

“An outstanding accomplishment in packaging innovation due to excellence in technological advancement” is how judges described Plastipak’s Direct Object Printing capability.

Plastipak Packaging has once again received recognition of its ground breaking innovation and excellence by winning a silver DuPont Award for Packaging Innovation. Now in their 29th year, the DuPont awards are the industry’s longest running, global, independently judged celebration of innovation and collaboration throughout the value chain.

Direct Object Printing (DOP) is Plastipak’s patented technology for packaging decoration. Utilizing specially-developed inks that are fully compatible with closed-loop recycling and cured using low energy LED lights, images are directly ink-jet printed on to plastic bottles and containers, eliminating the need for separate labels, liners and adhesives.

Ink-jet printing facilitates variable data printing, meaning that each and every bottle printed can carry a different design without costly plate changes, label stock-holding and downtime associated with label change-overs. There are no minimum print runs for each design.

In practical terms for beverage and other companies, the benefits include rapid label changes for language or regulatory content as well as saving on logistical costs and processes associated with physical labels, all contributing to a package with a lower carbon footprint.

However, the biggest advantage is for marketers, where Direct Object Printing’s inherent flexibility and speed-to-market opens up the opportunity for more-targeted, regional and customized campaigns that can revolve around specific events or changing consumer trends.



Speaking about Direct Object Printing, Lead Judge David Luttenberger said "Judges for the competition were especially impressed with the degree of vibrancy of the ink on the container. This represents more than a step change in package decoration".

Jennifer Renner, Plastipak's Business Development Manager, said: "With the DuPont Packaging Innovations awards being so prestigious, we are delighted with such an amazing result. Being recognized for our innovative package decoration solution is a testament to the talent, creativity and hard work of everyone at Plastipak.

"Awards like this are very important to us, sending out a strong message to our customers that we are a truly inspiring business that can solve challenges and deliver higher levels of industry innovation."

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About Plastipak

Plastipak Packaging, Inc., a wholly-owned subsidiary of Plastipak Holdings, Inc., is a world leader in the design and manufacture of high-quality, rigid plastic containers for the food, beverage, and consumer products industries. Plastipak operates more than 45 sites in the United States, South America and Europe, with a total of over 6,000 employees. Its customers include some of the world's most respected and recognized consumer brands. Plastipak is also a leading innovator in the packaging industry, having been granted more than 500 United States patents for its state-of-the-art package designs and manufacturing processes. In addition, Plastipak licenses various packaging technologies around the world. Plastipak was founded in 1967 and is headquartered in Plymouth, Michigan. Additional information about Plastipak can be found at its website www.plastipak.com/patents

Statements in this press release concerning Plastipak's intentions, expectations or predictions about future results or events are "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Such statements reflect management's current expectations or beliefs, and are subject to risks and uncertainties that could cause actual results or events to vary from stated expectations, which variations could be material and adverse. Forward-looking statements speak only as of the time made, and the Company assumes no obligation to publicly update any such statements.

About the DuPont Packaging Innovation Awards



For more information about the DuPont Packaging Innovation awards and other winners visit <http://www.dupont.com/industries/packaging-and-printing/media/press-releases/2017-dupont-packaging-awards-winners.html>

To view the judges' comments about Plastipak's Direct Object Printing technology, visit <https://www.youtube.com/watch?v=OeEihQsZTXY&index=16&list=PLJ6sfwMIGVwWfNDZzh23rkzFS9igjrmEx>

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