

# DuPont Collaborates with Tetra Pak®

## Creating Safe and Convenient Packaging Solutions



**DuPont collaborates with Tetra Pak® to provide hygienic and safe packaging solutions which feature DuPont™ Nucrel® acid copolymer to ensure proper lamination between various packaging layers and provide longer shelf life to food.**

### **ISSUE:**

With the ever-growing population and improving food habits, there is an increasing demand for packaged fruit juices globally.

Specifically in India, due to the country's vast geography, hot and humid climate and less-formal retail outlets, juice manufacturers face a challenge in distributing fruit juices. They need lightweight, yet sturdy packaging solutions.

The efficiency of distribution and marketing for fruit juices is of significant concern. The infrastructure for distribution is not as sophisticated in India as it is in many other countries. Consequently, problems occur such as massive wastage, deterioration in quality as well as frequent mismatch between demand and supply.

The challenge is to deliver packaging solutions that can keep fruit juices fresh and hygienic so that consumers have confidence in packaged beverages as a healthy and convenient option.

### **CHALLENGE:**

While packaged milk is a popular product in many countries, packaging fruit juices can be more challenging, especially in countries like India with extreme variations in climate.

As many fruits are only grown locally, juices are often processed and packed centrally for pan-India distribution. This means that packed juices have to travel longer distances and withstand harsher conditions before getting to the consumer.

To ensure that the fruit juice packaging is transportable over long distances and can be stored for several months, Tetra Pak® manufactures packages increasing the shelf life of the products by keeping its contents protected from moisture and other deteriorating elements in the environment.

Because of the acidic nature of fruit juices it is important to select the right type of acid copolymer in lamination. The wrong adhesive can cause separation between layers in the packaging material, compromising the integrity of the package.

### **SOLUTION:**

DuPont suggested a line of DuPont™ Nucrel® acid copolymers for lamination of multi-layer packaging materials. This product also provides flex crack resistance.

DuPont scientists created DuPont™ Nucrel® grades specially designed for Tetra Pak® to meet their product performance requirements.

DuPont polymer technology helps ensure that fruit juices can be preserved for a longer period of time without the need for preservatives or refrigeration.

### **BENEFITS:**

Aseptic packaging provides longer shelf life for products that are transported over longer distances and are stored longer without preservatives and refrigeration.

The solution helps Indian fruit juice manufacturers expand their distribution reach to many rural areas at an affordable cost.

We invite you to collaborate with us to develop state-of-the-art packaging solutions that better suit ***your*** needs.