

## MODERN PLASTICS

AUGUST, 1988

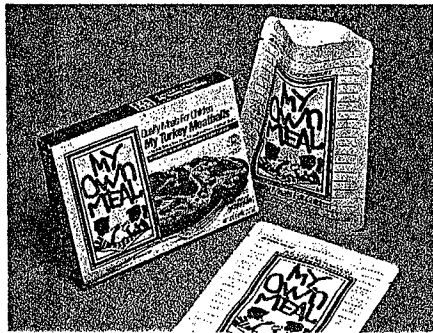
### Impact on markets

High-performance films are not only benefiting conventional packaging applications but helping to create product niches and marketing opportunities.

This is seen in the return of the retortable, all-plastic pouch, a food-packaging concept tried on at least two occasions in the last several years, that did not meet with marketing success. Last May a small, Deerfield, IL-based company called My Own Meals Inc., began local and mail-order marketing of what it describes as "quality meals for children" in a three-layer, laminated, shelf-stable pouch made by American National Can Corp. The 8-oz. package makes possible fast preparation, by microwave cooking or boiling, of five nutritious, preservative- and additive-free meals that My Own Meals president Mary Anne Jackson claims are not generally available to children from other sources—fast-food restau-

rants, canned or boxed foods.

American National Can does not reveal the pouch's materials; but sources familiar with the package say it is a PET/PVdC/PP structure, with the barrier layer a grade of Dow Chemical's Saran HB (high barrier) PVdC. The pouch has a one-year shelf life and resists retort temperatures of 250°F. A heat-sealable package, it has a tear notch for easy opening. The pouch is white with blue rotogravure graphics reverse-printed on the outer laminate.



Laminated retortable pouch has high-barrier PVdC layer, yields one-year shelf stability.