

OLIN CELLOPHANE USED IN NEW PACKAGE FOR "REBEL-AID"

Development of a new package for a summer drink concentrate which combines complete moisture-proof protection with sales appeal and sufficient rigidity for proper display has been announced by Packaging Products, Inc., of Kansas City, Mo.

Designed for Thomas & Dunn, Inc. of Memphis for their "Rebel-Aid" line of powdered summer drinks, the package is a combination of printed Olin cellophane with a laminated heat-sealed, lacquer-coated glassine liner.

Before the package was created, Packaging Products surveyed the types of package in which concentrated drink powders have been sold. The most common types were Kraft envelopes, waxed glassine in envelope stock, and glassine mounted to foil.

None of the existing packages were considered by Packaging Products, Inc., to combine the necessary hydropscopic protection with sparkling point-of-sale appeal.

It was decided to make the bag "sift-proof" by fabricating the bag completely with heat to eliminate the bubbles sometimes found in glue lines along the seams. Since no solvent is required in heat sealing, the concentrate cannot pick up the sealant odor.

The Rhinelander 58# DHS-coated Laminated Pouch Liner gives full protection to the contents, according to A. Ralph Krigel of Packaging Products, designer of the package.

"The Olin Cellophane outer bag permits us to use illustration and printing to best advantage for eye appeal", Mr. Krigel said.

POTATOES PACKED IN PRINTED POLYETHYLENE BAGS SHOW INCREASE IN SALES

Housewives like to buy potatoes bagged in printed polyethylene, it has been proven by the University of Maine.

Furthermore, if the choice is between unwashed and washed potatoes both bagged in polyethylene, housewives overwhelmingly prefer the cleaned, washed "spuds"

Finally, when potatoes are packed in printed polyethylene bags, overall potato sales markedly increased—a most important factor for a product whose per capita consumption has been steadily declining.

These findings have just been released by the University of Maine Agricultural Experiment Station. They are based on the nation's first survey on sales appeal of washed versus unwashed potatoes packed in printed polyethylene, and on the acceptability of washed potatoes in various types of packages.

The studies were made over a six-week period at supermarkets in Boston, Worcester and Bangor, Maine, using polyethylene bags produced by Nashua Corporation, of Nashua, N. H., from film supplied by Olin Industries, Inc.

Tests run by the Maine group in three New England cities, using Maine potatoes, proved housewives had an overwhelming preference for washed potatoes in printed transparent polyethylene bags over comparable potatoes in mesh window paper bags, or in slatted-top corrugated boxes.

Sixty-three per cent bought potatoes bagged in

polyethylene, 26 per cent bought those in mesh window paper bags and only 11 per cent bought potatoes in corrugated boxes.

Karl Hines, Sales Manager of Nashua, which cooperated closely with the University survey teams, said, "The test proves that when potatoes of good quality are washed and then displayed in printed transparent polyethylene they have obvious added eye appeal and are sought out by shoppers.

"Women have become used to fresh, attractively packaged and highly-graded produce. They no longer are willing to paw through bulk displays of unwashed potatoes nor do they like to buy potatoes wrapped in old-fashioned sacks which prevent examining the potatoes until the consumer reaches her home," Mr. Hines said.

The survey, conducted in part with the aid of Maine Potato Tax Funds, was designed to help Maine farmers and shippers of potatoes increase Maine's already important share of the nation's potato market.

All varying types of packaging were given equal display treatment and no attempt was made in any way to influence the consumer.

Sales turnover of polyethylene-bagged potatoes averaged much less than four days, it was found, thus eliminating any possibility of potatoes discoloring because of extended exposure to light.

Further details of the test are available from the University of Maine Agricultural Experiment Station, Orono, Maine.