

RESEALABLE LIDDING

A Convenience Feature Consumers Can Enjoy Again and Again

A beautiful package in a consumer's refrigerator is your best reinforcement of brand identity - and a fresh-tasting product inside backs that up better than anything. That's why resealable lidding delivers benefits from the moment your package hits the supermarket refrigerator case, until the last slice of meat or cheese has been enjoyed.

Odor, oxygen and drying are worst enemies of sliced meat or cheese in a consumer's refrigerator and having your product transferred to an off-the-shelf zippered bag of plastic wrap deprives you of the opportunity to keep your packaging and logo sight.

A package that delivers consumers convenience and reliable product protection, use after use, portion after portion, is the solution.

Indispensible Marketing Tool

CLP's resealable lidding employs a special, uncured adhesive layer that is exposed when the consumer first opens the multilayered resealable lid. once exposed, the layer maintains its adhesive properties for 15, or even 20 uses, even under challenging cold conditions of refrigerated storage. That makes the resealable lidding a key element in extending the amount of opportunities you have to put your brand in front of your customer.

In fact, CLP's resealable lidding enhances brand appearance right from the start. Its PET top layer is an ideal surface for high-quality rotogravure or flex printing. Reverse printing makes optimum use of the pet gloss and its protective qualities; inks are safely beneath the surface, inside the laminate, away from scratching and smudging even after rough handling.

For more on how CLP's resealable lidding can help your brand identity stick with your customers through the entire product lifetime, contact us.





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