

## LiDynamics® Spotlight: Interview with Packaging Strategies

### Exclusive Interview with Product Category Manager Nathan Wilson

After launching its LiDynamics® program earlier this year, *Packaging Strategies* reached out to Product Category Manager Nathan Wilson to find out how Flair has established itself as a market leader offering a complete line of lidding films.



#### **Packaging Strategies: How has the LiDynamics® program positioned Flair as a leader in the lidding film market?**

Flair has certainly enjoyed previous success in the lidding film market, but launching the LiDynamics® program earlier this year allowed us to expand our offerings to include a complete portfolio of lidding films. We recognize the growth potential in this market and Flair is proud to be a single source lidding film supplier. Between our extensive stock offerings for quick lead times and our ability to produce custom films through the expertise of our packaging engineers, we feel we have positioned ourselves as a leader in lidding film solutions. We are definitely excited about the future of this program.

#### **Packaging Strategies: What films make up the LiDynamics® program?**

The program can be broken down into three main categories of films: TruSeal®, our permanent weld seal lidding films; TruPeel®, our peelable lidding films; and RePeel®, our peel and reseal films. Through the various barrier types and versatile tray and container compatibility, these films work well for a complete range of products including prepared meals, dairy products, dips, spreads, salads, fresh vegetables, and more. To help our customers, we created a Specification Matrix which highlights each film's attributes and helps identify the correct film based on the customer's application. Flair can also provide custom lidding films to include specific gauges, rotogravure print, or specialty solutions such as films for high pressure pasteurization (HPP) or retort processes.

#### **Packaging Strategies: What advantages are Flair customers experiencing with the LiDynamics® program?**

We are thrilled about the positive feedback we have received from the market since the program launched. Customers have been particularly enjoying the competitive pricing and consistent quality of the films, which was a main focus of the program. We can offer short lead times by having these films in stock, while retaining the flexibility to produce custom films for specific applications. The LiDynamics® program complements our existing offerings of bags, pouches, and other roll stock films, providing a full scope of products for our customers.

#### **Packaging Strategies: Where can interested customers learn more information?**

We invite you to check out the Flair Flexible Packaging website for more details (click here), which includes LiDynamics® product brochures and the Specification Matrix. Better yet, give us a call for more information at 888-202-3522. Our packaging experts would be happy to talk through your packaging needs and find a solution that works for you. ■



TruSeal®

TruPeel®

RePeel®

# Having a Flair for Cold Seal Films

Flair continues to increase cold seal business with large and small companies alike

For a film application that can cause headaches, having peace of mind goes a long way. This is why many customers have turned to Flair to meet their cold seal packaging needs. Cold seal packaging often demands strict adhesive tolerances, meaning film consistency is critical to keep operations running smoothly. With our vast experience in cold seal applications, Flair has engineered films that meet these strict requirements and provide customers with consistent quality and machinability.

Cold seal films are designed to seal instantly by the use of pressure instead of heat. These films can be used for a variety of applications but are extremely popular for snack bars and candy bars. In manufacturing these films for more than 20 years, Flair continues to provide customers with quality products for cold seal applications, meeting custom film specifications including gauge, size, barrier (standard or high), and lamination types (extrusion lamination or

adhesive lamination). Triple point quality inspections ensure the film meets specifications, and when adding in the versatility of our films to run on various machines, these advantages make Flair a premium provider of cold seal films.

In addition to the films, Flair offers superior rotogravure print quality to bring the entire package together. Flair has instituted its highly detailed Brand Color Management system, which was designed to match customers' colors as closely as possible and deliver consistency time after time. Encompassing the entire print process from artwork creation to the final product print, Flair utilizes quality tests and sample checks throughout to deliver exceptional rotogravure printing to make your product stand out.

Contact us today to learn how Flair can help with your cold seal needs! ■

## Come Visit Us at the Upcoming PLMA Show!

Make sure to visit our new booth at the Private Label Manufacturers Association (PLMA) Private Label Trade Show! We look forward to meeting with you and learning how we can assist with your flexible packaging needs. Stop by our booth for more information about our capabilities!

**PLMA's 2016 Private Label Trade Show**  
November 13-15  
Rosemont Convention Center  
Rosemont, IL  
Booth #F6501/6502

## Brand Refresh

The Flair logo plays a very important role in the formation of our corporate identity that represents the company. For over twenty-five years, Flair has established itself in the packaging industry as a company that thrives on innovation and continuous improvement. These traits have become part of Flair's culture and to represent the innovative, modern, and energetic company that we have become, Flair is introducing a logo color change.

Flair is introducing a slightly brighter logo color, which during a recent survey elicited descriptive words such as "innovative", "modern", "vibrant", and "bright and clean." These words describe our company and new design theme extremely well. You will begin to see the new logo used on all Flair materials; the color difference can be seen on the new and old logos below. ■



New Logo Color



Old Logo Color