

Bemis Company, Inc.

Delivering Stronger Ideas in Dairy

Bemis has long been synonymous with high performance flexible and rigid packaging. But increasingly, customers in the dairy industry turn to us for more than the usual product choices. Today, we are more focused than ever on moving customers forward by delivering fresh insights and solving some of the industry's most complex packaging challenges.

The key is combining deep technological expertise with smarter packaging techniques that truly delight the rapidly changing consumer market.

Sparking new ideas

"Cheese snacking" is a new and growing market trend. A robust "concept to commercialization" process helped one customer enter this new market. After testing tray prototypes with consumers to ensure the ideal package format, the customer was able to make key packaging decisions based on real world data. The prototyping process was essential in helping the customer deliver a package that would be readily embraced by consumers everywhere. It's the kind of insightful thinking that helps dairy customers keep pace and gain market share from today's more savvy shoppers. This is just one example of how Bemis is evolving its Curwood® portfolio of cheese films in the emerging "cheese snacking" segment.

Another cheese producer gained an increase in market share by providing a resealable package that consumers embraced because it kept their cheese fresher longer. Not only does this technology reduce spoilage and enhance the meal experience at home, it offers the manufacturer improved efficiency and a more sustainable product. SmartTack™ Peel/Reseal technology has helped make the brand a strong contender on the supermarket shelf and delivers higher margins as well.



Knowing the customer

This singular focus on the customer—solving tough problems, creating wins and facilitating new market entries based on consumer insights—is a major initiative for Bemis. Across the dairy marketplace, we see to understand the customer from their perspective and leverage those insights through Curwood® shrink rollstock and bags, flow wrap films, wax coated structures, standup pouches, and high-oxygen, moisture barrier and abuse-resistant films.

This approach also extends to semi-rigid films, pre-made cups, labels, tubes, and foil & non-foil lidding that are carefully tailored to meet key specifications. This approach also extends to semi-rigid films, pre-made cups, foil and non-foil lidding, labels, and tubes that are carefully tailored to meet key specifications.

If it's on-the-go, eco-friendly, easy to open, reclosable or longer-lasting, we can help. Customers benefit from a forward-thinking focus on practical

platforms that few packaging companies can match.

What's more, leading dairy producers understand that it's not just in package design where Bemis excels. Thanks to the company's unique scope and scale—with plants across North America—experts are there at every point in the product lifecycle, helping optimize manufacturing processes, expedite operations, contain costs and do whatever it takes to get dairy product from shelf to cart.

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