

Bemis Company, Inc.

UNLOCKING GROWTH THROUGH SMARTER DAIRY PACKAGING

Today, packaging impacts the bottom line more than ever. Dairy professionals rely on it to help them outsmart the competition, own the store shelf, maintain product freshness and quality, and immerse brands into busy consumer lifestyles.

In fact, packaging is a powerful driver of growth in ways big and small. From smart ideas that make dairy brands more consumer friendly, to key insights on how to leverage emerging industry trends, dairy producers are always looking for a true competitive advantage. At Bemis, we help you grow your business by thinking about packaging in new ways.

The future of foil lidding

A prime example is the introduction of Calypso™ foil lidding. This softer, stronger foil lid for yogurt and other cultured dairy products reduces frustrating tears and painful cuts, while offering 50% more puncture strength when compared to traditional lids. Such unsurpassed durability not only reduces product damage prior to purchase, but ensures a more positive consumer experience every time. In addition, Calypso's materials lower CO₂ by 35% and energy by 10% for a more sustainable lidding option when compared to traditional lids.

Satisfying the snackers

One important trend continues to be the emergence of cheese snacking. One producer was able to capitalize on this trend through our "concept to commercialization" process that ensured their package would be readily embraced by consumers everywhere. After testing tray prototypes with consumers to determine the ideal package format, the customer was able to quickly make key packaging decisions based on real world data and immediately appeal to today's on-the-go and selective shoppers.

Another producer sparked growth through a convenient, resealable package that keeps cheese fresher longer. Not only does this technology reduce spoilage and enhance the meal experience at home, it

offers improved manufacturing efficiencies and greater sustainability. SmartTack™ EZ Peel™ Reseal™ technology has helped strengthen the brand on the supermarket shelf and delivers higher margins, too.

It all starts with you

Solving challenges, creating wins and facilitating new product entries means understanding the market and its consumers, and leveraging those insights through innovative technologies including shrink bags, standup pouches, rigid trays and more. Everything we do is tailored to meet your business needs.

If you want packaging to unlock growth for your business, we can help. Thanks to our unique scope and scale—with plants across North America—Bemis experts are there at every point in the product lifecycle, helping optimize manufacturing processes, expedite operations and contain costs in an ever-changing dairy marketplace.

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