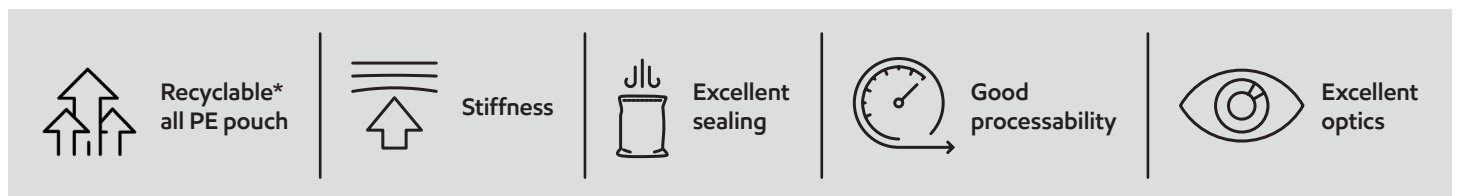




Exceed™ Enable™ Exact™ ExxonMobil HDPE

Recyclable* all PE pouch with optimized performance



Data and results presented herein apply specifically to the noted application under this case study. Your results may differ depending on factors such as operating conditions, equipment and materials used.

Challenge

Collaborate with members of the value chain to create a mono-material PE pouch with optimized performance

Looking to demonstrate a solution that customers could quickly implement in their packaging designs, ExxonMobil, ColorMasters and Totani collaborated to create an optimized stand up pouch that utilizes the latest innovation in high density polyethylene.

“Customers come to us because of our reputation for working together with value chain members to meet today’s packaging challenges,” said Justin Schmader, PE Market Development Manager, ExxonMobil Product Solutions. “It’s important to work with value chain members who offer an easy-to-access solution that is available today, as well as those companies willing to innovate when new technologies are needed.”

Solution

An MDO film-based pouch, designed for recyclability, that is ready to be adopted by an established value chain

Using ExxonMobil performance polyethylene in their formulation, ColorMasters, known for offering customers some of the best flexible packaging and films in terms of quality and efficiency designed a recyclable stand up pouch. As a result of their early adoption of MDO technology, ColorMasters is experienced and well suited to create films having desirable stiffness, excellent sealing and optics. They teamed with Totani, a global leader in the manufacture of pouch-making machinery, renowned for their reliability and robust design to create the pouches.

Overcoming the challenges associated with converting recyclable films has been driving innovations at Totani for the past decade,” says Jesse Rosenow, Sales Manager, Totani America. “By providing the value chain with these state-of-the-art solutions, we can help support plastic circularity.”

*Recyclable in communities with programs and facilities in place that collect and recycle plastic film.

The formulation includes

HDPE for machine direction oriented (MDO) films

Designed for recyclability*, ExxonMobil's latest innovation in high-density polyethylene; ExxonMobil™ HD7165L for Machine Direction Oriented (MDO) PE film applications can enable the production of mono-material laminates to replace multi-material laminate structures, which can be more difficult to recycle. Development of HD7165L has been driven by market demand from brand owners and processors seeking all-PE packaging, which has created a need for print webs made of blown MDO-PE films. The platform is well suited for mono-material laminated packaging used for nuts, crackers, condiments, candies, granola bars, potato chips, and more.

*Recyclable in communities with programs and facilities in place that collect and recycle plastic film.

Exceed™ performance polyethylene for sealability and optical performance

For your applications that need a combination of outstanding sealing and best-in-class optical properties, Exceed™ PE resins are the answer.

Enable™ performance polyethylene for easy processability

When you are looking for more stable operations and better line output, Enable resins can deliver excellent processability and bubble stability with HAO properties in a single resin.

Exact™ plastomers

With rubber-like properties and the processability of plastic, they are used as polymer modifiers to provide unique properties in flexible packaging, molded and extruded products, wire and cable, and foaming compounds.

Contact us for more information: [exxonmobilchemical.com/pe](https://www.exxonmobilchemical.com/pe)

ExxonMobil
Signature Polymers

Bring your impossible



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