



Nova

## Exploring Nova Casing: A Path to Sustainable Packaging Solutions.

To read the whole article, please click on one of the links below.

### **Driving Change Through Nova Initiatives**

Activities within our Nova casing group are part of our effort to support conserving resources and the wellbeing of future generations.

The simple definition of sustainability is to maintain or support a process continuously over time. The United Nations (UN) defines sustainability as: "Meeting the needs of the present without compromising the ability of future generations to meet their own needs."

Our team at ViskoTeepak integrates sustainability into our strategies and practices within our manufacturing plants worldwide. Our sustainability report, goals, and progress can be found on our website. As we help our customers support their packaging sustainability initiatives, we continue to work with customers on their application and product-specific goals.

#### **Four functions of Nova Plastic Casing:**

1. Creates or forms a finished product to precise specifications.
2. Protects the product inside from damage, spoilage, and tampering during manufacturing, handling, and sales processes.
3. Cost-effectiveness to meet financial goals.
4. Supports Marketing and Sales, creating a finished package that supports ease of understanding and

### **Redefining Casings as Integral Production Components**

Another unique aspect of casings is that they are often considered and used as 'part of the production process' in forming the finished product rather than part of the packaging. A key objective above for casing is to create or form the product. Casing materials are integral to producing a finished product which is then packaged in another type of finished packaging. Sliced deli meats, for instance, are formed and thermally processed in a plastic casing, then the casing is removed, and the product is sliced and repackaged. Nova products also offer both oxygen and/or water vapor transmission barriers, making them a unique product allowing you to use one package from filling, thermal processing all the way to retail sales with extended shelf life imparted from the high barriers provided.

## **Nova Eco Series - Coming soon**

We are working closely with our raw material manufacturers for future sustainable options considering many aspects of improving sustainability. For instance, we are working with our resin suppliers on new recycled content resins, bio-content monomers using bio-sourced resins that meet ISCC Plus certifications as well as low melting point polyamide materials that support mechanical recycling of polyethylene / nylon multilayer structures commonly used in our Nova products today.

These initiatives are underway to work toward commercial reality soon. Combined as we develop these products, is the future **Nova Eco Series**, a family of products designed for maximizing sustainable options when it comes to casing specification.

In the next article, we will delve deeper into immediate practical tips on how Nova casing can assist producers in achieving their sustainability objectives. Stay tuned for valuable insights and actionable strategies.