



RELIABLE COLOR. REGULATORY READY.

Introducing a new generation of snack stick casings developed with Nippi Collagen, designed for rich, stable color without the use of Red Dye #3. Engineered to perform consistently through processing, packaging, and shelf life.

DYE-FREE SNACK STICK CASINGS

ViskoTeepak, in partnership with Nippi Collagen, is excited to launch a new line of colored snack stick casings completely free of synthetic dyes, including Red Dye #3, which will be banned in the U.S. by January 2027.

For years, Red Dye #3 has been used in mahogany and red toned casings across the snack stick market. Our newly developed solutions deliver the same rich appearance without the ingredients that will soon be prohibited.

Proven Shelf-Life Performance

Color consistency is a long-standing challenge in ready-to-eat snack sticks. Traditional casings often fade when exposed to light, especially on areas not protected by the package label.

To verify performance, we worked with a 3rd-party lab to conduct accelerated shelf-life colorfastness testing. The study simulated **9-months** of retail display conditions, exposing products to **1400, 3000, and 4000 lux** and evaluating samples at **30, 60, and 90 days**. The lab image results are shown on the back.

Key Findings:

- **Control Group:** Noticeable fading at 1400 and 3000 lux; severe degradation at 4000 lux
- **ViskoTeepak/Nippi colors:** No fading for ABA and ABB
- **SSB:** Previously proven in real-time 9-month testing and not included in this series

A Closer Look at Color

Because meat blend and cooking conditions can change the final appearance, photos don't always show how SSB, ABA, and ABB truly look in production. For the most accurate evaluation, we recommend requesting samples from your ViskoTeepak representative.

Keeping it Together with ViskoTeepak

We are ready to supply you with casings that help your product keep it together from processing to packaging to shelf-life, paired with next-generation colors that meet upcoming regulations and provide reliable shelf-life performance.

NEW COLOR OPTIONS

Developed specifically for the snack stick market:



ABA - New mahogany*



SSB - New mahogany with a brown tint



ABB - New mahogany with a deeper red tint

SNACK STICK LAB RESULTS

CONTROL GROUP:



Tested and Verified

These images show the results from our 9-month simulated retail display test. ABA and ABB maintained their color across all light levels, while the control samples showed noticeable fading. All colors shown are fully Red Dye 3-free. Full lab details on front.

ABA:



ABB:



Experience the Better Together Advantage with ViskoTeepak

Scan the QR code to explore our full range of casings and packaging materials.



800-558-4058



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