



Win by a nose

ScentSational Technologies is adding aroma and flavours into packaging with its new CompelAroma technology.

FDA approved food flavours are integrated during manufacturing and allow aromas to be slowly and uniformly released into the packaged product during its life or released when a package is opened.

During microwaving, for example, CompelAroma enhanced microwavable containers and trays release dramatically increased levels of aromas, which aims to make fast food preparation more enjoyable. CompelAroma can also reduce flavour scalping and prevent the release of undesirable flavours and odours from the package to the product.

ScentSational expects to see its technology hitting the shelves in the near future.

"Up until now, smell has been the sense most neglected in brand market-



Steven Landau of ScentSational Technologies says smell has been neglected for too long.

ing strategies," said Steven Landau, ScentSational Technologies chief technical officer. "Of the five senses, smell is the only one that has a direct pathway to the brain. Invoking positive memories which are tied to the brand is a very powerful marketing tool."

Barry Edelstein, company chief executive, added that the technology should

have a significant impact on marketing approaches to health foods, beverages, convenience foods, cereals, beauty and cosmetic products. "It can even make traditionally less flavourful but more beneficial foods more enjoyable for both children and adults," he said.

Read more about ScentSational on page 18.

Sobo splashes plastics onto Malawian market



Southern Bottlers Limited (Sobo), local franchise holder for the Coca Cola Company in Malawi, has launched a new flavoured drink branded Splash! and trendy PET packaging for Coke, Fanta and

Sprite, despite the failure of PET in the Malawian market two years ago.

A Sobo spokesman said that the company could sustain production because the products were now locally produced. 500ml bottles are being produced, filled and labelled in Sobo's Lilongwe plant. Sobo blamed logistical hiccups for the failure of plastics-packaged Coke products two years ago.

Global PE growth

Global PE production capacity is set to grow at a rate of 2.8 per cent every year from 2005-2010.

Maack Business Services, which organised the Global Polyethylene Conference 2004 in Switzerland, last month, predicted that capacity will peak at 88.2 million tonnes a year by 2010. However, consumption will only increase at the rate of 3.8 per cent per year, and would reach 77.3m tonnes by the end of 2010.

Most growth will be seen in China and the Middle East (7.5 per cent), compared with Western Europe's 0.6 per cent a year growth rate from 2005-2010.

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A diploma in packaging

Quality, freshness and consumer safety have always been important functions, but now they're getting intelligent too.

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Caps and closures

The latest news from the caps and closures market as customisation and functionality become the buzzwords of the sector.

The Nexstar best thing

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