



## **Reduction on packaging costs in Japan**

by: Martini Tech

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In the last few years, in Japan and all over the world we have noticed a strong interest in packaging companies, food companies, cosmetic companies and consumers towards reducing the cost of packaging and rationalizing the design.

Here below, a few examples of such trend are listed

1.

From PET trays to self standing bags for tomatoes and fruits packaging

Companies like Seiko and others are changing their approach towards packaging tomatoes and fruits.

Despite A-PET trays being a well-known and practical solution, a self standing bags are becoming more mainstream and popular due to their simple and straight design and the idea of freshness it conveys to consumers.

The printing process can be done easily on bags while leaving part of the bag without printed text so that the consumer can examine the contents inside.

The self-standing bags can be positioned easily on the shelf and lined up to be grabbed easily by the consumer.

Moreover, the holes in the polymer allow air to flow from within to outside the bag (something not easily doable with trays) so that the contents inside can stay fresh longer.



Photo 1. Example of self-standing bag taken from Seiko Inc.

2.

Shinwa machinery (Furukawa group) – new method to pack cooked rice and vegetables

In order to improve the hygienic condition and to guarantee longer shelf life for products such as cooked rice, Shinwa machinery has developed a new system to improve the packaging process and the products freshness and to prevent contamination from external agents. This new system has specifically been developed to pack cooked rice and vegetables. Shelf life may be improved from the usual 2-4 days to up to 30 days. Other advantages of the system are: heat resistance, robustness and excellent sealing conditions.



Photo 2. Example of self-standing by Shinwa Machinery

Link here (in Japanese): [http://www.shinwa-kikai.co.jp/en\\_newproduct/index.html#sserie](http://www.shinwa-kikai.co.jp/en_newproduct/index.html#sserie)

3.

New Polymers (Tamapoly and Mitsui Dupont)

The Japanese company has introduced at the last Tokyo Pack exhibition in Tokyo a new co-extruded polymer with the following innovative properties:

- polymer co-extruded;
- solvent resistant;
- smell resistant;
- extra-resistant sealing for long shelf life

More info here (in Japanese): <http://www.tamapoly.co.jp/products/multi/solution1.html>

#### 4. Sun A Kaken – Air-less fit pouch technology

Sun A Kaken recently introduced in the market their new “Air-less fit pouch“ technology which allows to have well-designed functional pouches without the use of the check-valve while still being able to have good liquid flowing and stopping functionalities when required.

Other advantages include the anti-oxidation and freshness seal properties.

Polymers used for this would be: ON/ PET /LLD



1. 使用前
2. 使用后
3. 使用后側面 (容器の中に空気が入っていません)

Photo 3. The “Air-less fit pouch“

Link [http://www.sun-a-kaken.co.jp/products/flexible\\_package/airless\\_fit.html](http://www.sun-a-kaken.co.jp/products/flexible_package/airless_fit.html)