

Clorox Cat Litter packaging by NORDENIA USA Jackson receives

DuPont Gold Award and Ameristar Award

Gold Standard in Sustainability

Jackson, MO/Greven, July 27, 2010. NORDENIA USA Jackson's packaging for Clorox Fresh Step Cat Litter received the DuPont Gold Award and the Institute of Packaging Professionals' (IPP) Ameristar Award. Key factors in winning the awards were sustainability and convenience: The packaging material is reduced by 80 percent while a slider and back handle guarantee maximum ease of use. The DuPont Award for Packaging Innovation is the industry's longest running, independently judged global awards program and like the IPP's Ameristar Award is one of the most prestigious packaging competitions.

"Combining sustainable packaging with innovative features that give their products a distinctive edge in the market is one of the key issues for our customers," says Bill Burke, NORDENIA USA's Managing Director. "That two awards at the same time have been given to a sustainable product manufactured by us is a great achievement for us and confirms that we are on the right track with our take on sustainability initiatives." The cut of packaging materials by 80 percent also involves a cost reduction across the supply chain, from inbound freight to finished goods storage and warehousing.

Clorox achieved the huge cut in materials by replacing a rigid polypropylene container with a flexible bag by NORDENIA USA for their heaviest product. Although the film is notably thinner it is just as robust as the old bag, holding up to 42 pounds (19 kilo). "A flexible bag for such a product weight as well as a back handle that can hold that much weight are both very exceptional in the industry," emphasizes Kevin Dorris, Marketing Coordinator at NORDENIA USA. Because of these features the bag would be an ideal sustainable solution for other markets dealing with large sizes like pet food, lawn and garden or agrichemicals.

NORDENIA USA, located in Jackson, Missouri, manufactures flexible packaging through the use of the latest blown co-extrusion film technology and adhesive lamination processes. In addition to awards for its flexible packaging the company annually receives awards and recognition for its industry leading graphics utilizing rotogravure printing technology.

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Caption (clorox_nordeniausa.jpg)

With a cut of packaging material by 80 percent and added convenience features the Clorox Fresh Step Cat Litter bag by NORDENIA USA secured the DuPont Gold Award for Packaging Innovation and the Institute of Packaging Professionals' Ameristar Award.

NORDENIA worldwide

NORDENIA INTERNATIONAL AG is a multinational manufacturer of flexible packaging, technical films and product components. The management of NORDENIA INTERNATIONAL AG is headquartered in Greven in the German state of North Rhine-Westphalia.

NORDENIA TECHNOLOGIES GmbH handles the NORDENIA Group's strategic process and product development at its Gronau site. The packaging film company employs around 3,000 people. Our shared values serve as the foundation for our activities. With its seven shared values of flexibility, global, independence, innovation, partnership, passion for excellence and quality, NORDENIA has a partnership-oriented company culture.