



**FOR IMMEDIATE RELEASE**

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## **Display Pack Container Concept Featuring Milliken’s Glass-like, Heat-resistant Plastic Boosts Shelf Appeal of Hot and Cold To-Go Foods**

**Houston, Texas** - Many supermarkets and convenience stores are adding ready-to-eat, chef-prepared hot and cold foods to their shelves to target demand from young professionals and Millennials for fresh and convenient to-go meals and snacks. To provide attractive and versatile packaging for these upscale foods, Display Pack is showcasing its 9-in. by 5-in. to-go container concept here at the 2016 International Dairy-Deli-Bakery Association (IDDBA) Show in Milliken & Company’s booth (#5355). The unique packaging design can help stores successfully merchandise fresh-prepared foods in perimeter areas and capitalize on this fast-growing trend.

The new Display Pack container is formed from Milliken’s NX™ UltraClear polypropylene (PP), the first plastic to combine glass-like clarity and heat resistance. The concept, which is suitable for hot or cold foods, is a two-in-one design with an identical, nesting base and lid to simplify logistics and space management in the back of the store. This container offers multiple benefits, beginning with high-quality aesthetics to accentuate the appearance of fresh-prepared food and enhance its shelf appeal. It is compatible with hot-fill applications, warming in supermarket heated displays and reheating in microwaves. Other advantages include easy recyclability and light weight to reduce raw material usage and lower fuel consumption and emissions during shipping.

Using the Milliken material, Display Pack can design and manufacture a wide range of custom containers to meet the specific requirements of supermarkets and convenience stores.

“Stores and their suppliers will benefit from the designs we develop with NX UltraClear PP because its crisp, clean look is so appealing to customers who equate high clarity with purity, quality and freshness,” said Andrew Blackmore, director of sales & marketing at Display Pack. “At the same time, microwaveability of the container at home or work means greater convenience for consumers. We’re confident that packaging made with this exceptional Milliken product will help stores capture a greater share of the fresh-to-go market.”

“Our NX UltraClear PP is an ideal solution for stores looking to introduce fresh-prepared hot and cold foods, or expand their offerings,” said Emily Blair, business development manager, Milliken. “Display Pack’s creative packaging ideas take full advantage of our material’s value proposition while streamlining inventory management. We look forward to continuing our collaboration with Display Pack to improve consumers’ grocery store experience.”

NX UltraClear PP is the only high-clarity plastic that delivers high-temperature performance. Competitive materials are unsafe to heat. NX UltraClear PP also delivers exceptional aesthetics, recyclability and a lower carbon footprint than other plastics. It overcomes limitations of polyethylene terephthalate (PET), polylactic acid (PLA) and polystyrene (PS) for thermoformed packaging. NX UltraClear PP food packaging is easy to seal and does not require an additional adhesion layer, saving production time, avoiding food spoilage and reducing manufacturing costs.

Milliken technology experts and Display Pack commercial leaders are available at the Milliken booth here at IDDBA 2016 to discuss NX UltraClear PP's exceptional high performance and latest application successes and explain how the product surpasses traditional plastic packaging materials. For more information, please visit [www.NXUltraClearPP.com](http://www.NXUltraClearPP.com)

#### **About Milliken**

Milliken is an innovation company that has been exploring, discovering, and creating ways to enhance people's lives since 1865. Working from our laboratories, application and development centers around the world, our scientists and engineers create coatings, specialty chemicals, and advanced additive and colorant technologies that transform the way we experience products from automotive plastics to children's art supplies. With expertise across a breadth of disciplines that also includes floor covering and performance materials, the people of Milliken work every day to add true value to people's lives, improve health and safety, and make this world more sustainable. For more information, visit [www.millikenchemical.com](http://www.millikenchemical.com) or [www.milliken.com](http://www.milliken.com).

#### **About Display Pack**

Display Pack is a privately owned manufacturer of consumer packaging with its production facilities in Michigan. The company offers Single Source Solutions® for the start-to-finish management of the entire packaging process, from design to finished production to warehousing and logistics. Further, Display Pack offers unmatched speed in developing custom packaging, needing only four to eight weeks to finalize the design, develop a prototype, build all tooling and be ready for full production.

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## Display Pack Container Concept Featuring Milliken's Glass-like, Heat-resistant Plastic Boosts Shelf Appeal of Hot and Cold To-Go Foods



**PHOTO: Display Pack's New 9-in. by 5-in. Food To-go Concept Container Made with Milliken's NX™ UltraClear Polypropylene**

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High resolution photography is available by contacting Amy Godfrey at [agodfrey@ahminc.com](mailto:agodfrey@ahminc.com).