



**FOR IMMEDIATE RELEASE**

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**Tray-Pak's New Hot and Cold Food Packaging, Featured at IDDBA,  
Builds on Success with Milliken's Crystal-clear, Heat-Resistant Plastic**

**Houston, Texas** - Expanding on its success with Milliken & Company's advanced NX™ UltraClear polypropylene (PP), Tray-Pak Corporation is producing several new packaging designs using this glass-like, heat-resistant polymer. Tray-Pak's containers enable supermarkets and convenience stores to enhance the appeal and convenience of fresh-to-go foods with value-added packaging. A collection of 8-ounce and 16-ounce containers, suitable for hot and cold foods, are showcased at Milliken's booth (#5355) here at the 2016 International Dairy-Deli-Bakery Association (IDDBA) Show.

The crystal clarity of NX UltraClear PP enhances visual appeal and in-store merchandizing of today's highly popular ready-to-eat and made-to-order foods. Its heat resistance makes this plastic suitable for hot-fill applications, warming in supermarket heated displays and microwaving for at-home or on-the-go reheating. Milliken's technology is the first plastic to combine high clarity and heat resistance.

"The grocery industry has been very interested in our novel packaging designs made with NX UltraClear PP, so we are adding new containers to our portfolio to give customers more choices," said Ashley Brown, marketing manager, Tray-Pak. "Store operators and suppliers appreciate the winning combination of beautiful aesthetics, high performance and versatility offered by our containers. A productive collaboration with Milliken and our extensive expertise in thermoforming are allowing Tray-Pak to continue expanding our family of innovative food packaging."

Milliken's NX UltraClear PP is equally well suited for hot and cold food packaging. The ability to use each Tray-Pak container for both types of applications simplifies ordering, streamlines logistics and improves space management in the back of the store. Further, food packaging made with this plastic is easy to seal and does not require an additional adhesion layer, saving production time and manufacturing costs.

"Top supermarket trends, such as chef-inspired prepared meals, in-store cafes and fresh, healthy takeout items share a common requirement: attractive and practical packaging," said Emily Blair, business development manager, Milliken. "As shown by Tray-Pak's continuing success with new containers, advanced plastic materials like our NX UltraClear PP can play an important role in addressing these trends. Its cost-effectiveness, performance and aesthetics add up to true food packaging innovation."

Tray-Pak, a leader in thermoformed plastic packaging, manufactured the first commercially available food packaging container in North America made with Milliken's NX UltraClear PP in 2015.

NX UltraClear PP is the only high-clarity plastic that also 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 also overcomes limitations of polyethylene terephthalate (PET) and polystyrene (PS) for thermoforming, foldable packaging and injection- and blow-molded applications. Further, 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 Tray-Pak's commercial leaders are available at IDDBA 2016 in the Milliken booth to discuss NX UltraClear PP's exceptional high performance and latest application successes, and explain how the product surpasses traditional plastic packaging solutions. 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 Tray-Pak Corporation**

Since its founding in 1975, Tray-Pak Corporation has grown to become one of North America's leading sources for tailor-made thermoformed thin-gauge packaging solutions. Specializing in medium-to-high volume runs of consumable goods packaging, Tray-Pak helps companies to manage costs, streamline processes, and get to market faster than their competition. Tray-Pak's mission is to deliver a superior value to all stakeholders by providing innovative packaging solutions through collaboration, creativity, and continuous improvement.

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## Tray-Pak's New Hot and Cold Food Packaging, Featured at IDDBA, Builds on Success with Milliken's Crystal-clear, Heat-Resistant Plastic



**PHOTOS: New Tray-Pak To-go Containers Made with Milliken's NX™ UltraClear Polypropylene and Tinted (right image only) with Milliken's ClearTint Technology**

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