

CLP'S LASER-SCORED STRAW INSERTION HOLE IS RIGHT ON TARGET

Laser scoring allows easy penetration while maintaining barrier

CLP Industries from Israel has brought laser scoring to a new level, allowing beverage marketers to offer a tidy, easy-to-pierce hole for straw insertion while maintaining the structural, barrier and aesthetic integrity of its flexible pouches.

CLP has created laser scores that replace the Craft-Wild technology, the familiar solution for straw insertion holes which requires packagers to punch a hole through the package and cover it with an easier-to-pierce film in order for consumers to insert a straw into the pouch.

Because the finely tuned laser perforates only one of the several layers of film that comprise a beverage pouch, CLP's patent-pending process maintains the integrity of the film with little impact on its burst resistance and barrier properties, says CLP's chief technical officer, Dr. Rani Stern. The laser-scored hole is much less obtrusive to the look of the package than a foil patch. As a matter of fact, the scored hole can be shaped in multiple, complex shapes, from round or oval to logo like patterns.

"The straw insertion hole no longer has to interfere with the graphic design of the pouch," says Stern, adding, "and we can create laser scoring on the web at 120 meters per second, which makes the process much faster and more cost-efficient than the Craft-Wild process."

CLP's laser-scored straw insertion hole has been used commercially in South Africa, and is being explored by packagers in North America and Europe.



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