

CLP INTRODUCES MOTOR OIL POUCH

Pouch and fitment combine appeal and functionality

CLP Industries Ltd. has introduced a stand-up pouch for motor oil, equipped with a pouring spot fitment. The package creates a striking opportunity for oil marketers eager to appeal to consumers through eye-catching shelf presence and clean, easy-to-use functionality. After use, the pouch is easy to dispose of and contributes 70 percent less plastic – and just a fraction of the volume – to the waste stream compared to an empty rigid plastic container.

The CLP oil pouch contains 950 ml of motor oil in a gusseted pouch that stands 265 mm tall. The contents weigh nearly 1 kg, so the sealing PE layer of the pouch required a special additive to increase stiffness. According to Meir Sigal, vice president of export for CLP, the PE is also formulated to withstand aggressive solvents such as petroleum. Between the reinforced PE layer and the reverse-printed PET layer is a special, solvent-resistant adhesive.

CLP supplies rollstock to the oil company, which forms, fills and seals the pouches on the packaging line, inserting the plastic spout and sealed cap. Consumers appreciate the seal for its assurance of quality, notes Sigal. After dispensing some of the oil in the pouch, the cap may be screwed on to allow customers to store unused oil securely.

The oil pouch is currently in commercial use in Mexico and Central America, available through an oil marketer and several car companies. It is cost-competitive with rigid plastic oil jugs, and has proven to be an appealing container for consumers.



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