

# Yoplait GO-GURT™ Makes Yogurt Fun!

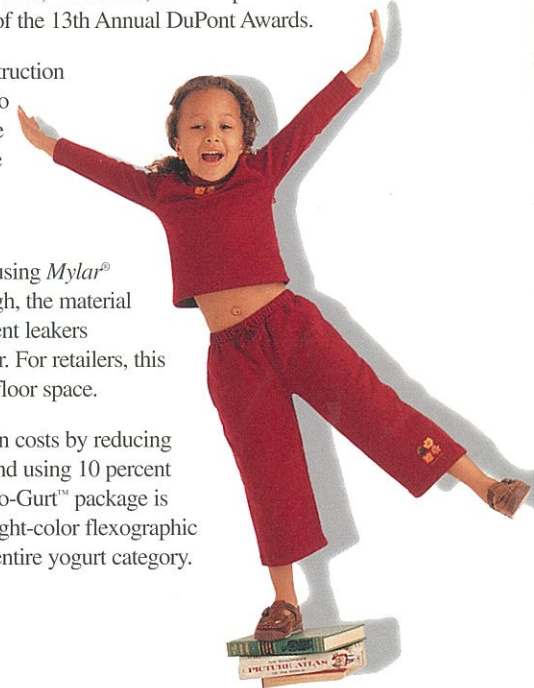
Something fun is happening in the world of yogurts – now they're spoonless! Portable, convenient, able to be frozen and eaten like a popsicle, today's Yoplait Go-Gurt™ is like no other yogurt in the dairy case, thanks to its innovative packaging design. The revolutionary new structure earned General Mills, Inc. of Minneapolis, Minnesota, and its converters, Curwood, Inc. of Oshkosh, Wisconsin, and Wapak Lane of San Bernardino, California, a Silver Award in the Food Category of the 13th Annual DuPont Awards.

The General Mills team created a unique three side seal tube construction with a collar/seal system design that allows Yoplait Go-Gurt™ to be squeezed out and eaten without a spoon. The tube's shape provides a tear-notch location so that the entire end can be removed, and the product can be consumed like a frozen confection.

The tube film structure is made of tough yet flexible film using Mylar® polyester film. Heralding a packaging material breakthrough, the material provides strong reliable seals and overall toughness to prevent leakers and damage in transit and an excellent flavor and aroma barrier. For retailers, this system provides the added advantage of high thruputs in a small floor space.

Using the novel Winpackage™ design, there has been a reduction in costs by reducing the packaging-per-ounce to half of what the standard yogurt has and using 10 percent less material than similar sized four-side seal tubes. The Yoplait Go-Gurt™ package is colorful and eye-catching due to its reverse-printing utilizing an eight-color flexographic process, making it attractive to kids and leading to a boom in the entire yogurt category.

Mylar® is a registered trademark of DuPont-Teijin for its brand of polyester film.



## Easy Open Access for CURÉL® STRETCH PAK Unravels a packaging dilemma

When it comes to consumer packaging, there's always a dilemma of balancing the needs of consumers while still upholding safety standards. But Witko Incorporated of Reynolds, Indiana, has found the answer: its patent-pending "Easy Open" feature for Stretch Pak style packages allows consumers to open carded packaging with minimal effort. The new feature already is being utilized on the new Curél® Skin Healing Stick by the Andrew Jergens Company.

The new Stretch Pak "Easy Open" feature allows consumers to open the package easily without resorting to a knife or scissors; however, the "Easy Open" feature does not affect the tamper-evident characteristics of Stretch Pak, which ultimately pleases both the consumer and the manufacturer.

The unique packaging feature also recently received a favorable review from the Arthritis Foundation for "improving accessibility and ease of use for the nearly 43 million Americans with arthritis."

"An 'Easy Open' feature is extremely important to the elderly population, because if they can open a package themselves, it gives them a greater sense of independence and self-esteem," said Dale Ringer of Witko Incorporated. "That's a good thing for manufacturers to keep in mind when choosing a packaging structure, for the older generation in general is very loyal to a product or package when they find one they like." Ringer also noted that younger people and families alike appreciate the ease of use and convenience of an easy-open package.

The new structure utilizes film made with DuPont *Surlyn*® skin packaging resin. "DuPont *Surlyn*® has good clarity and the durability needed to protect the product during shipping, while still offering easy accessibility to the consumer when used in conjunction with the 'Easy Open' feature," said Ringer.

*Surlyn*® is a DuPont registered trademark for its brand of packaging resins. Only DuPont makes *Surlyn*®.

