



PACKAGING FOR

**friendship**

# PET FOOD

PACKAGING RANGE

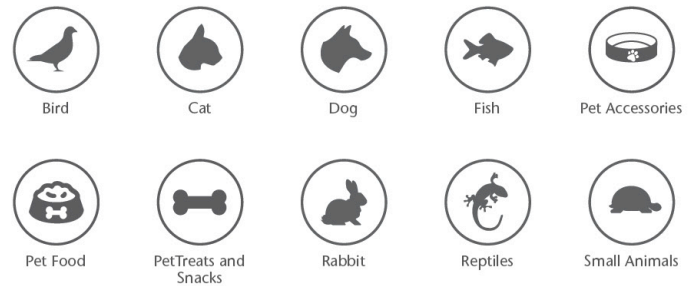


# PACKAGING SOLUTIONS FOR PET FOOD AND PET CARE PRODUCTS

Pet owners are increasingly treating their pets like members of their family. As pet humanisation trend is twinkling, pet care market start to accelerate its growth. Elif offers a wide range of packaging solutions for dry and wet pet food, treats, snacks, and health and wellness products. As consumer demand for more pampering, sustainable and customized pet care products grow, Elif continues to offer new packaging solutions for pet care market to enhance the precious moments consumers spend with their pets.

Elif's laminated packaging films and pre-made pouches provide improved packaging functionality, reduced spoilage, improved odour control and enhanced graphics. Advanced barrier properties preserve the nutrition values of pet food products for an extended shelf life. Stand up pouches, flat bottom bags, quad-seal bags and FSS films are offered with high definition printing and finishing options. While biodegradable and/or recyclable packaging materials like ElifCare, ElifHyPER and Elif2Pouch match consumer demands for more sustainable packaging in pet food, the market has also shifted the type of aesthetic appeal of its packaging.

Paper touch coating ElifCrafty, special materials like ElifFine and holographic printing solution ElifHolo are some of the solutions offered by Elif for appeal demanding pet food industry. Consumers also demand convenient packaging solutions, especially for the ones in big sizes. Elif offers different types and sizes of pouches for pet care sector equipped with zippers, tear notches, different types of handling features, closures and fitments.



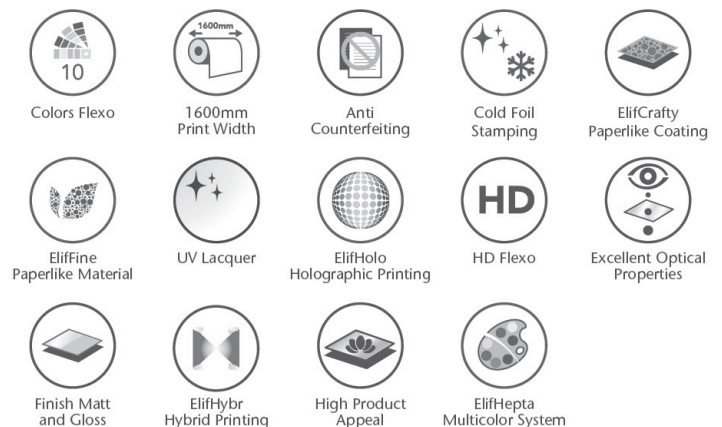
## VISUAL AND TACTILE IMPACT



As humanization of pets is getting more intense, brand loyalty become more dependent on visual and tactile experience of consumers. Brand owners realize that not only brand conformity but also shelf appealing packaging goes a long way in getting consumers to notice their products in the first place.

Pet care products are not accepted as luxury for the pet but a must that externalising the character of the pet and the pet owner. Elif's high definition flexography printing capability as well as differentiating

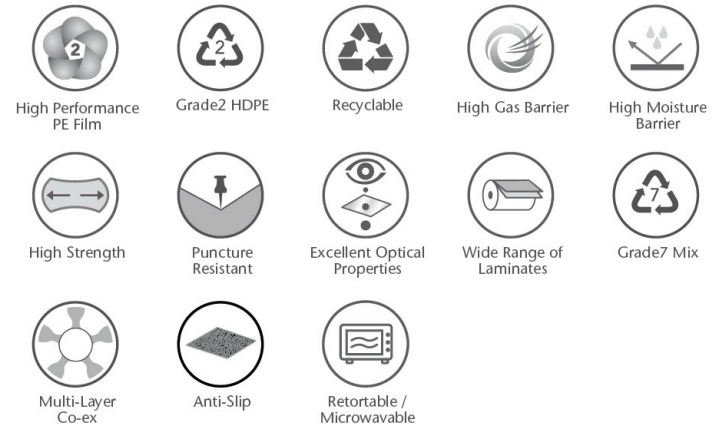
printing options like ElifHolo and ElifHybr help the brand owners to differentiate their product on shelf with bright colours and sharp details. Elif's ElifHepta colour management system guarantees brilliant colours and consistency for brand communication. Paper touch coating ElifCrafty, cold foil stamping, UV and matt/gloss lacquer options are other options for improved product differentiation on shelf and advanced brand conformity.



## AROMA PROTECTION AND FRESHNESS

Elif offers securely laminated barrier films to meet pet food packaging requirements of high performance isolation by locking moist, smell and oil inside packaging. Nutrition values of pet food are protected by preventing proteins, vitamins and minerals from perishing with the barrier facilities.

As the humanization of pets trend drives gourmet pet food trend semi-moist and wet pet food demand increases. Packaging solutions of wet pet foods and treats require higher barrier against oxygen, moist and light to ensure optimal product protection and longer shelf life. Offering retortability, convenience, lightweight and cost efficiency, retort pouches are ideal packaging solutions for wet pet food.



## ElifGreen BIO-BASED PE FILM

ElifGreen is Elif's sustainable bio-based PE film solution produced from a renewable resource ethanol sugarcane. During the production of traditional polyethylene there are high level gas emissions due to the use of fossil raw materials. ElifGreen helps to reduce greenhouse gases emissions thanks to its bio-based structure which captures and fixes CO2 from the atmosphere during the production.

## ElifHyPEr HIGH PERFORMANCE PE FILM



Elif's innovative ElifHyPEr film solution enables recyclable PE laminates with improved mechanical and optical properties for high gloss and barrier properties as well as downgauging. ElifHyPEr saves resources and optimises packaging properties like enhanced tensile strength and stiffness, better shrink properties, and increased gloss and transparency for pet care products. ElifHyPEr is an excellent recyclable alternative to other gloss and high transparency flexible packaging substrates.

- Improved optical properties. Better clarity & transparency.
- Better gloss properties. Four times higher gloss.
- Enhanced performance in stiffness and machine direction break strength.
- Increased dead fold & twist retention properties.
- Better oxygen and water vapour barrier.
- Lamination options with renewable bio-based material (ElifGreen)

Properties		Standart	PET	BOPP	ElifhyPEr
Thickness		ISO 4593	12μ	20μ	20μ
Barrier Properties	OTR (23°C, 0%rH)	ASTM 3985	Excellent	Poor	Excellent
	WVTR (38°C, 90%rH)	ASTM F1249	Poor	Excellent	Excellent
Optical	Haze %	ASTM D1003	Excellent	Excellent	Excellent
	Gloss 60°	ASTM 2457	Excellent	Excellent	Excellent
Mechanical Properties	Tensile Strength, N (MD)	ASTM D882	Excellent	Good	Excellent
	Tensile Strength, N (CD)		Good	Excellent	Poor
	Elongation at Break (MD) %	ASTM D882	Good	Good	Poor
	Elongation at Break (CD) %		Poor	Poor	Excellent
	Elmendorf Tear Test (gf) (CD)	ASTM D1922	Excellent	Excellent	Good
	Elmendorf Tear Test (gf) (MD)		Excellent	Excellent	Good

## PRE-MADE BAGS & POUCHES

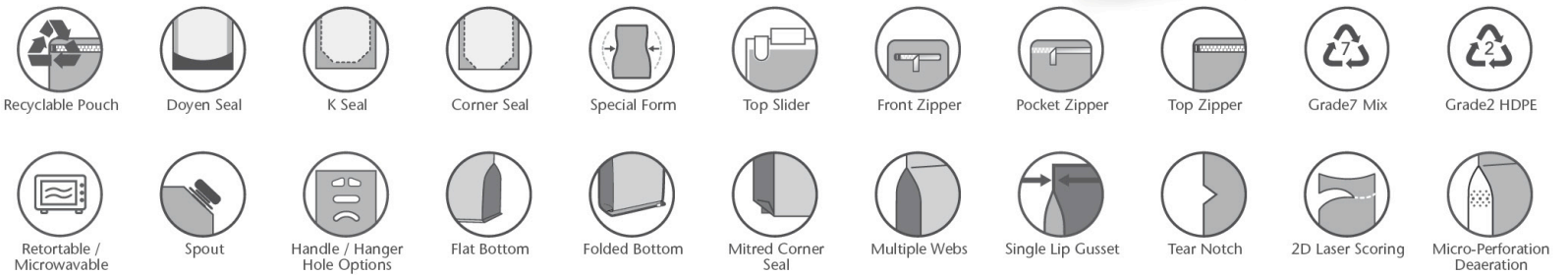


Elif offers high performance pre-made pouches and bags for pet care products with features like resealable or reclosable zipper and slider systems, special forms, handle options and spouts.

Stand-up pouches offer an attractive combination of properties like long shelf life, excellent barrier characteristics, less weight and low cost.

Flat bottom bags by Elif offer excellent product stability and presentation on shelf thanks to its true block base. Flat bottom converted bag solution becomes extra convenient with its high-performance barrier properties combined with easy opening, reclosability and spout options.

Quad-seal bags are ideal for products requiring larger packages with strength and visual impact as well as good palletization. Elif's quad-seal bag solutions are available in customer-specific sizes and applicable to a wide range of product quantities, from small single use amounts to large amounts of pet food. Elif's unique design and bag-making capability offers reclosability and easy handling even for heavy duty bags as well as optimized barrier solutions to maximize shelf life of the products.



## Elif2Pouch RECYCLABLE PE POUCH



Elif2Pouch is Elif's green innovation allowing recyclability the pouch and can be applied on all pouches. Elif2Pouch is Elif's recyclable PE pouch solution to meet the growing demand for recyclable and environmental-friendly packaging. Elif2Pouch has high moisture barrier and puncture resistant properties and can be designed with customizable oxygen barrier.

- Great optical properties. High clarity, transparency and gloss
- Excellent stiffness and strength
- Recyclable with all other PE materials
- Recyclable closure, spout and zipper options
- High barrier to moisture
- Excellent puncture resistance for greater product protection
- Customizable oxygen and aroma barrier

Properties		Standart	PET-PE Pouch	BOPP-PE Pouch	elif2pouch	elif2pouch	elif2pouch
Thickness		ISO 4593	12µ / 60µ PE	20µ BOPP / 60µ PE	20µ ElifHyPEr / 60µ PE	30µ ElifHyPEr / 60 EVOH µ PE	30µ ElifHyPEr / 30µ ElifHyPEr / 60 EVOH µ PE
<b>Barrier Properties</b>	OTR (23°C, 0%rH)	ASTM 3985	Good	Medium	Medium	Excellent	Excellent
	WVTR (38°C, 90%rH)	ASTM F1249	Excellent	Excellent	Excellent	Excellent	Excellent
<b>Optical</b>	Haze %	ASTM D1003	Excellent	Excellent	Excellent	Excellent	Excellent
	Gloss 60°	ASTM 2457	Excellent	Excellent	Excellent	Excellent	Excellent
<b>Mechanical Properties</b>	Tensile Strength, N (MD)	ASTM D882	Excellent	Very Good	Excellent	Excellent	Excellent
	Tensile Strength, N (CD)		Excellent	Excellent	Very Good	Very Good	Very Good
	Elongation at Break (MD) %	ASTM D882	Excellent	Excellent	Very Good	Very Good	Very Good
	Elongation at Break (CD) %		Good	Good	Excellent	Excellent	Excellent
	Elmendorf Tear Test (gf) (MD)	ASTM D1922	Excellent	Excellent	Good	Good	Good
	Elmendorf Tear Test (gf) (CD)		Excellent	Excellent	Very Good	Very Good	Very Good
<b>Sealing Strength</b>	Sealing Strength, 140°C, N, Inside/Inside (MD)	ASTM D882	Excellent	Excellent	Excellent	Excellent	Excellent
	Sealing Strength, 140°C, N, Inside/Inside (CD)		Excellent	Excellent	Very Good	Very Good	Very Good
<b>COF</b>	Inside/Inside	ASTM D1894	Excellent	Excellent	Excellent	Excellent	Excellent

Feature Type	Packaging Features	Stand-up Pouch	Quad-seal (Stabilo) Bag	Flat (Block) Bottom Bag	Back Seam Gusseted Pouch
<b>Opening &amp; Reclosability</b>	2D Laser Scoring	•	•	•	•
	Easy Tear / Laser Score	•	•	•	•
	Spout	•	•	•	•
	Front Zipper	•	•	•	•
	Tear Notch	•	•	•	•
	Top Zipper	•	•	•	•
	Pocket Zipper			•	
	Top Slider			•	
<b>Shape</b>	Handle Options	•	•	•	•
	Euroslot/Hanger Hole	•	•	•	•
	Round Corners	•	•	•	•
	Reduced Gusset	•	•	•	•
	Custom Shape	•	•	•	•
	Doyen/K/Corner Seal Options	•	•	•	•
	Folded Bottom		•		•
	Mitred Corner Seals		•		•
	Flat Base			•	
<b>Printing &amp; Finishing</b>	ElifHD HD Flexo	•	•	•	•
	ElifHolo Holographic Printing	•	•	•	•
	ElifHybr Hybrid Printing	•	•	•	•
	ElifHepta Multicolor System	•	•	•	•
	Upto 10 Colours Printing	•	•	•	•
	Upto 1600 mm Printing Width	•	•	•	•
	Cold Foil Application	•	•	•	•
	ElifCrafty Artisan Paper Look & Feel	•	•	•	•
	Gloss & Matt Finishing	•	•	•	•
	UV/EB Curable Coatings	•	•	•	•
	Anti-counterfeiting	•	•	•	•
<b>Material &amp; Film</b>	Elif2Pouch Recyclable Pouch & Zipper Options	•	•	•	•
	Elif2BIO Pouch Biodegradable Pouch & Zipper Options	•	•	•	•
	ElifHyPER High Performance PE Film	•	•	•	•
	Anti-Fog, Anti-Slip, Anti-Static and Puncture Free Options	•	•	•	•
	Retortable & Microwavable	•	•	•	•
Multiple Webs		•	•		
<b>Customization</b>	De-Metallization	•	•	•	•
	Inkjet Coding & Stickers	•	•	•	•
	Micro Perforation/Deaeration	•	•	•	•
	Product Window	•	•	•	•
	Venting System	•	•	•	•



## LEADING THE WAY OF FLEXIBLE PACKAGING

Elif is a global supplier of flexible packaging solutions for food, beverage, pet, home and personal care industries. Elif works relentlessly to create value in a spirit of leadership, through diversity and integrity and with a clear awareness of its responsibility for professional human resources and with its innovative management approach.



### 50+ countries

Flexible packaging solutions of Elif are consumed in more than 50 countries across 4 continents to create a happier and healthier life.



### 1400+ co-workers

Elif takes pride in its growing talented and diverse team of more than 1400 professionals who work to create value for its customers.



### 40+ awards

More than 40 awards pride Elif on its ability to make Elif a great partner to its customers and a great place to work for its co-workers.



### 100+ leading brands

Elif is a global supplier of flexible packaging serving more than 100 market leading brands in various consumer goods industries.



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