

# SURPASS® PERFORMANCE FILMS

innovation

## Increase Moisture-Barrier Performance by 50% Down gauge, add value and increase sustainability

Through NOVA Chemicals' innovation, ultra-high moisture-barrier performance is available offering the package designer more flexibility in balancing the shelf life needs and the gauge necessary for the required application.



### Case Study: Dry Cereal Manufacturer Selects SURPASS HPs167-AB Resin

The benefits of SURPASS HPs167-AB resin are currently being employed by a major North American cereal producer. NOVA Chemicals technical staff members worked closely with the cereal manufacturer and its film producer to engineer the best solution for everyone involved. The end result is a finished package providing excellent product freshness while being able to reduce the amount of film needed which reduces costs and contributes to higher sustainability.

Our newly introduced SURPASS® HPs167-AB resin sets a new standard for moisture-barrier performance for High-Density Polyethylene (HDPE) materials. SURPASS HPs167-AB resin is manufactured/produced using NOVA Chemicals Advanced SCLAIRTECH™ process technology in combination with NOVA Chemicals' proprietary, single-site catalyst technology and features a unique molecular architecture permitting significant improvements in moisture-barrier performance.

This high-density, ultra-high-barrier film offers a best-in-class solution, with as much as 50% improvement in barrier performance and significant improvement in stiffness over previously existing polyethylene barrier resins. This equates to a substantial opportunity for reduction in film gauge needed to achieve your moisture-barrier and sustainability objectives.

### Now there is a different, much more beneficial choice to make:

- You can achieve the same performance while significantly down gauging to significantly reduce costs and achieve higher levels of sustainability, or
- You can keep the same amount of film but drastically increase moisture resistance and stiffness.

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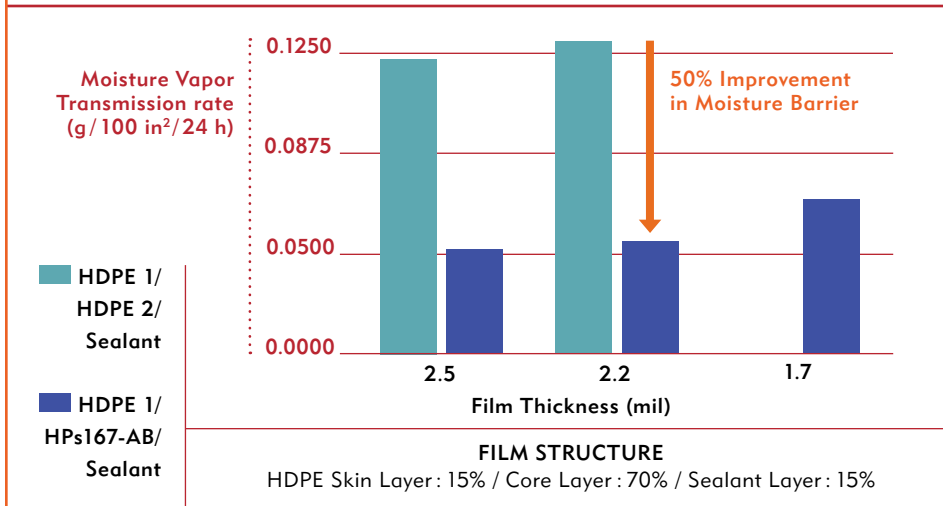
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## MOISTURE VAPOR TRANSMISSION RATE CO-EXTRUDED FILMS



## IN ADDITION TO MUCH HIGHER LEVELS OF PERFORMANCE, SUSTAINABILITY WOULD BE GREATLY IMPACTED BY THE USE OF LESS MATERIAL.

This would include less energy consumption in both production and transportation throughout the supply chain. By being able to use less film material to achieve ultra-high-moisture-barrier performance, it will be possible to reduce the carbon footprint. For example, if the North American carton liner and sleeve market, estimated at 120 million lbs., were to be converted to SURPASS HPs167-AB resin — targeting an average 20% down gauge — the carbon footprint reduction would be the equivalent of the CO<sub>2</sub> produced by the burning of 9 million gallons of gasoline per year.

**SURPASS HPs167-AB is perfect for any application where moisture barrier performance and stiffness are important.** Examples include: Meats and cheeses, Ready-to-eat meals, Pet foods, Potting soil and other lawn & garden applications, Soaps, Printer cartridges, and Fumigation films.

**Contact Us Today.** NOVA Chemicals account managers or technical service representatives can provide you with more details regarding product uses and applications where increasing moisture-barrier performance and stiffness characteristics while using less film material would be of benefit. Our technical staff welcomes the opportunity to investigate the best solutions for your needs.

taking products to market in **innovative** ways

[www.novachemicals.com](http://www.novachemicals.com)

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