



Exceed™ Tough+

## ExxonMobil's cost-effective solution provides Videplast with an alternative to ionomer vacuum skin packaging



Cost effective



Optimized thermoformability



High O<sub>2</sub> barrier



Great optics

Data and results presented herein apply specifically to the noted application under this case study. Your results may differ depending on factors such as operating conditions, equipment and materials used.

### Challenge

#### Realize cost savings utilizing a vacuum skin packaging solution made without ionomer

Vacuum skin packaging (VSP) is a type of packaging where a product is placed on a piece of tray (plastic or cardboard) and a thin barrier film is softened by heat and draped over the product on the tray. Vacuum is applied to ensure the film will cover the entire surface of a product/tray, removing as much air inside the package as possible.

Videplast, a Brazilian packaging converter, saw the chance to replace an existing resin to create a solution with reduced film thickness that does not contain ionomers.

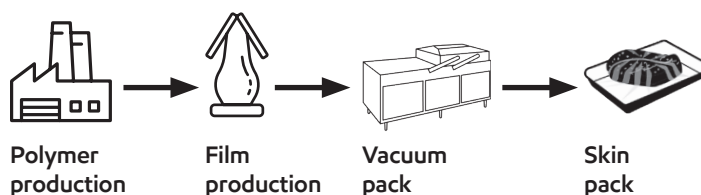
"We identified an opportunity in both the national and international markets to develop a differentiated structure for the VSP film," said Leonardo Nunes da Silva — R&D manager, Videplast. "Furthermore, by creating a unique structure in the market that does not contain ionomers, we anticipated an opportunity for us to offer our customers a high-performance, cost-effective solution."

### Solution

ExxonMobil provided Videplast with a proposed structure for the desired solution. The solution employing ExxonMobil's Exceed™ Tough+ m 0512.ML can offer multiple benefits:

- Cost-effectiveness.
- Protection from food spoilage, leakage and contamination, which can support extended shelf life.
- Tight seal can help to prevent freezer burn.
- Allows for vertical display of products and improved aesthetics due to outstanding optical properties.
- Excellent packaging for small portions of meat, cheese, fish, seafood and other products.

#### The vacuum skin packaging process



## Results

The relationship between Videplast and ExxonMobil is characterized by the development of projects that result in innovative solutions for the flexible plastic packaging market," said Leandro Barcarolo Martinoto — R&D Manager, Videplast. "We consider our collaboration with ExxonMobil to be of the utmost relevance in terms of innovation and technology, prioritizing high quality and superior performance of the materials provided. When we requested a structure for the development of the skin film, we were promptly presented with an innovative proposal, aiming for market prominence. Through this work, we achieved the development of a downgauged structure that does not contain ionomers. This is the type of collaboration that helps drive not only our business but can also support shifts in industry standards. As our motto says: 'engagement makes the difference'."

Martinoto continued, "The progress achieved in the VSP (Vacuum Skin Packaging) project generates high expectations. The implementation of VSP has the potential to generate substantial long-term savings. We are convinced of the positive impact that VSP will bring to our operations, expanding into new export markets, discovering innovative applications, and optimizing operational costs."



## About Videplast

Videplast's company DNA fosters dynamism and innovation, empowering the company to promptly develop novel solutions that can redefine prevailing industry norms. As a leader in Brazil's primary packaging sector, the company's diverse product portfolio extends beyond traditional boundaries, encompassing stretch and shrink films, special heavy-duty bags, and high-performance films tailored to meet a broad spectrum of packaging needs across multiple industries. This comprehensive array of products underscores Videplast's agility and capacity to promptly adapt to evolving customer requirements.

Contact us for more information: [exxonmobilchemical.com/pe](https://exxonmobilchemical.com/pe)

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# What's new: ExxonMobil Signature Polymers

All our polymers are now positioned under a single portfolio brand: Signature Polymers. The aim is to simplify our product architecture and naming to improve portfolio navigation for you. We would like to stress that our commitment to high quality products remains the same, it is the names that change. Everything else remains the same. We will be making these modifications over the next six months so you will see both old and new grade names highlighted during that time.

Here's a quick overview of brands and grade names that have changed in this document:

Legacy commercial name	New commercial name
Exceed™ XP 7052ML	Exceed™ Tough+ m 0512.ML

Some of our existing Exceed, Achieve, Paxon and premium PP/HD grades have moved to Exceed brand; most existing Enable grades have moved to Exceed Flow[+]; most of our existing Exceed XP grades have moved to Exceed Tough[+]; most of our existing Exceed S grades have moved to Exceed Stiff[+]. More details here [https://www.exxonmobilchemical.com/en/brands/signature-polymers/exceed\\_high\\_performance\\_polymers](https://www.exxonmobilchemical.com/en/brands/signature-polymers/exceed_high_performance_polymers) or contact your ExxonMobil representative to know more.

Want to see what's changed in our portfolio? Go to [exxonmobilchemical.com/sptransform](https://www.exxonmobilchemical.com/sptransform)