



tomorrow's
performance
today

Thanh Phu Plastic Packaging evolves full PE solutions to help meet the market's sustainability needs



Recyclable
packaging



Brand promotion /
appeal



Packaging
versatility



Bag drop
performance

Challenge:

Address market demand for recyclable packaging solutions

Thanh Phu Plastic Packaging Co. is a family-owned and operated flexible packaging manufacturer based in Ho Chi Minh City, Vietnam. Founded in 1992, the company has grown from 20 workers into almost 600 employees over the past 28 years.

They continually work to address market demand for recyclable alternatives to conventional laminated film structures. Such structures typically include BOPA, BOPET, and BOPP laminated with either polyethylene or polypropylene. Thanh Phu started collaboration with ExxonMobil in 2016 to provide recyclable flexible packaging solutions that offer the potential to be recycled in the same collection stream as other PE material by using ExxonMobil's Exceed™ XP and Enable™ performance polymers and Thanh Phu's Veloflex™ film-converting technology. Over time, this collaboration resulted in the development of pouches and bags in different shapes and sizes that use high performance PE products from ExxonMobil to help meet the target application requirements.

"We are proud that we have successfully transformed our solution into products that support a circular economy," said Alex Dam, executive vice president, Thanh Phu. "We have continually worked to address market demand for recyclable laminated structures for a full range of flexible packaging applications. And we truly appreciate the brand owners' enthusiasm for our sustainable solutions, demonstrated by their adoption of our full PE packaging."

*Recyclable in communities with facilities in place to collect and recycle plastic film

Solution:

Utilize ExxonMobil performance polyethylene to create full PE structure recyclable* bags

As society is increasingly requesting packaging solutions with sustainability benefits, the collaboration continues to yield innovations. Combining state-of-the-art converting technology from Thanh Phu and ExxonMobil's industry-leading performance polymers, the companies are pushing packaging design boundaries by implementing full PE packaging into various applications and packaging formats.

"Sustainability requires balancing economic growth, social development and environmental protection, so that future generations are not compromised by actions taken today," said Chan Kwee Lin, ExxonMobil Asia Pacific performance polyethylene marketing manager. "The collaboration with Thanh Phu has resulted in the development of transformational full PE laminated solutions. The increased value chain adoption of full PE solutions enabled by ExxonMobil's performance polymers can help meet market needs for recyclable solutions while maintaining product performance."

Let's look at Thanh Phu's and ExxonMobil's significant achievements on the journey towards creating packaging solutions with sustainability benefits. All bags mentioned here are full PE recyclable solutions.



Pillow pouch and small stand up pouch

Proof of concept

- 3-sides seal pillow pouch with glossy/matte finish
- Up to 250 grams content weight
- Created with 1st generation Veloflex™ Technology
- Based on Enable™ and Exceed™ performance polymers

Full size stand up pouch

Concept improvement

- Doypack® SUP with see-through window
- Up to 3 kg content weight
- Based on Enable™ and Exceed™ performance polymers

Small and medium size flat bottom pouch

Generational leap

- Full/Terminated flat bottom pouch with/without zipper
- Up to 5 kg content
- Created with 2nd generation Veloflex™ Technology with barrier option
- Based on Exceed™ XP, Exceed™ and Enable™ performance polymers

Large flat bottom pouch

Expanding horizons

- Full/Terminated flat bottom pouch with/without zipper
- Up to 15 kg content weight
- Created with the latest generation of Veloflex™ Technology
- Based on Exceed™ XP and Enable™ performance polymers

Pinch bottom pouch and folded bottom pouches

Diversifying portfolio

- Pinch bottom pouch and folded bottom pouch with/without zipper
- Up to 20 kg content weight
- Created with the latest generation of Veloflex™ Technology
- Based on Exceed™ XP and Enable™ performance polymers

Thanh Phu's customers include:

Health Extension

Visionary Pet Foods

Pet Nutrition NZ Limited Partnership

Hagen Group

Steve's Real Foods For Pet

Cannovate Holdings Inc

Tribal Pet Foods

Why ExxonMobil PE? Why today?

tomorrow's
performance
today

What some might view as solutions that will only happen in the future, ExxonMobil PE is making possible today – through our innovative and reliable products, collaborative approach, technology leadership and support, and our unmatched global supply and resources. Why wait for tomorrow to advance your business today?

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