

IPL WINS A 2015 IMDA AWARD



Innovative Packaging by Design

THE RETAIL PACKAGING TEAM IS PROUD TO ANNOUNCE THAT IPL HAS WON A 2015 IMDA AWARD

IPL's new high clarity frozen food container - **the SealPack Pint** - won the **Silver Award in the Best Product Family category at the 2015 edition of the IMDA Awards.**

The In-Mold Decorating Association is a trade association representing molders, printers, material suppliers, equipment suppliers and others committed to the development and growth of in-mold labeling and product decoration, technologies and markets.

In the spring of 2014, IPL was approached by a large retailer looking for a new clear package to replace an opaque paper container for dairy products. It was crucial for the container to be transparent with a clear IML decoration while meeting the -40°F impact resistance requirements.



The SealPack Pint is a 16 oz. high clarity frozen food container that offers both the transparency consumers are looking for and the durability to sustain high impact under freezing temperatures. In addition, this clear polypropylene container with its IML decoration and lid is 100% recyclable. The combination of the colored lid, the clear container and complimentary IML with photographic quality graphics allows the consumer to see the product while offering a much greater appeal.

