

Exceval™: Solving Pain Points in Pet Food Packaging



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Kuraray Poval™

Exceval™

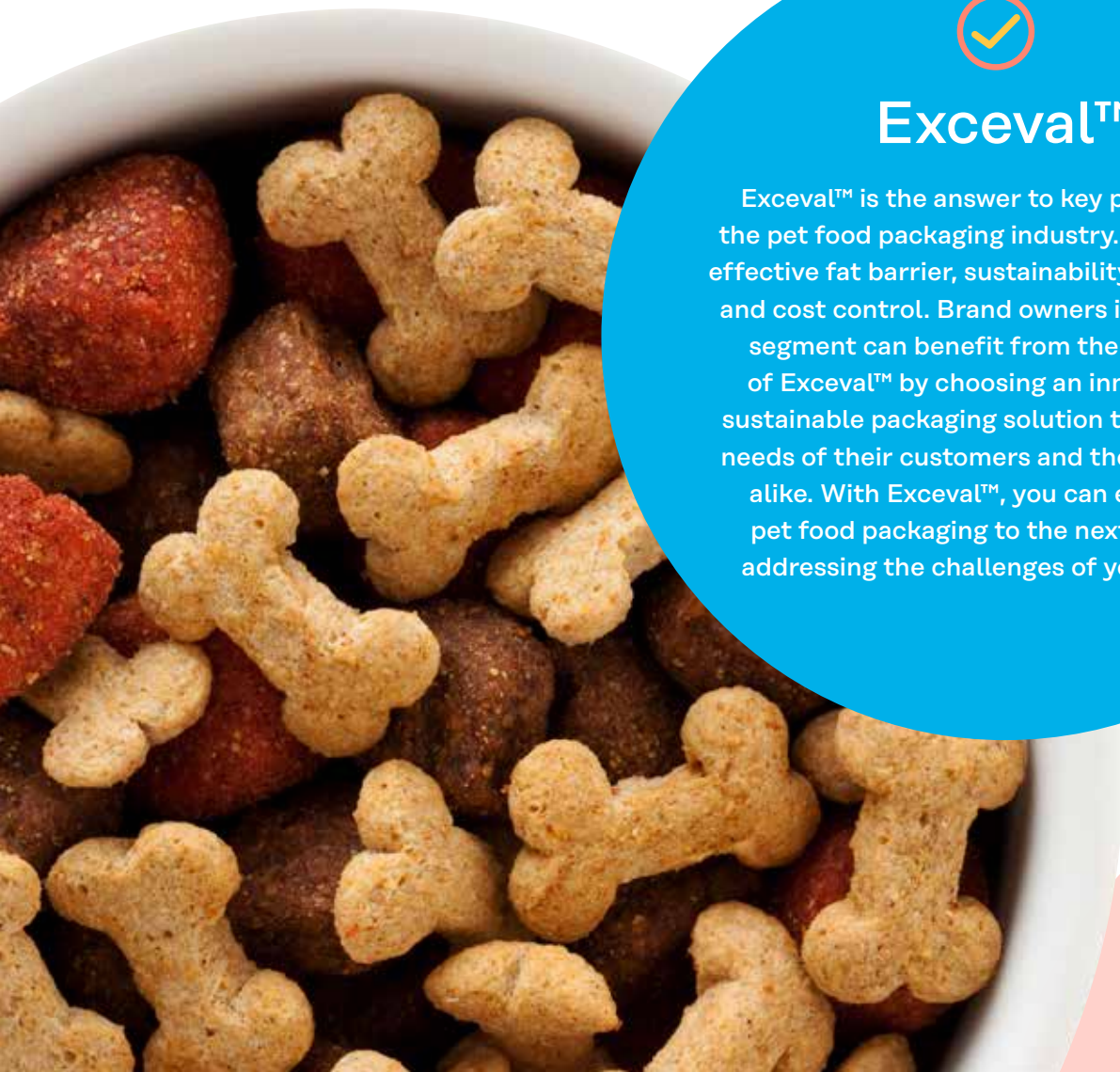
Exceval™: Solving Pain Points in Pet Food Packaging

The pet food industry faces a range of challenges when it comes to packaging their products, impacting quality, sustainability, and efficiency. For brand owners in the pet food segment, these pain points are a daily reality and can incur costs that affect their competitiveness. However, there's an innovative solution: **Exceval™**.



Exceval™

Exceval™ is the answer to key pain points in the pet food packaging industry. It provides an effective fat barrier, sustainability, repulpability, and cost control. Brand owners in the pet food segment can benefit from the advantages of Exceval™ by choosing an innovative and sustainable packaging solution that meets the needs of their customers and the environment alike. With Exceval™, you can elevate your pet food packaging to the next level while addressing the challenges of your industry.



Solving Pain Points in Pet Food Packaging

Paint Point 1

Fat Barrier and Fat Permeability

Pet food often contains a high fat content that can challenge conventional packaging. Fat permeability can lead to leakages, compromising the packaging and jeopardizing product shelf life. Exceval™ provides an outstanding fat barrier, protecting your packaging from the adverse effects of fats and oils.

Paint Point 3

Sustainability and Environmental Impact

In the era of sustainability, consumers and businesses seek eco-friendly packaging solutions. Conventional packaging, especially those containing PFAS (per- and polyfluoroalkyl substances), can have environmental impacts. Exceval™ can be applied as a solvent free, PFAS-free waterborne coating on numerous substrates and provides superior barrier level compared to traditional coatings.

Paint Point 5

Labeling and Information Requirements

Pet food packaging often requires specific printing and labeling requirements for information such as ingredients and expiration dates. Coatings with Exceval™ are highly transparent and glossy and provide excellent printability.

Paint Point 2

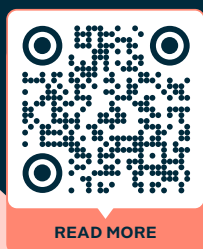
Freshness Preservation

In pet food packaging, maintaining freshness is paramount to preserve quality and nutritional value. Exceval™ excels as a gas barrier material, particularly against oxygen, nitrogen, and carbon dioxide, even when exposed to elevated relative humidity levels. Exceval™ tackles freshness concerns, ensuring pets enjoy quality nutrition, and brands deliver trust.

Paint Point 4

Repulpability and Recycling

The ability to reintroduce packaging into the recycling loop is of great importance. Paper or board coated with Exceval™ can be recycled in paper mills, minimizing environmental effects. It contributes to a circular economy and allows brand owners to offer more sustainable packaging options.



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Kuraray places great emphasis on developing materials for a wide variety of sustainable packaging solutions that don't compromise on performance.

Adding value to your products – worldwide

Kuraray Poval™, Exceval™, Elvanol™ and Mowiflex™ are the trademarks for polyvinyl alcohols made by Kuraray. Their key characteristics — outstanding film-forming properties and high binding strength — add real value to your products. Our polymers are water-soluble, highly reactive, crosslinkable and foamable. They have high pigment binding capacity, protective colloid characteristics and thickening effects. The physical and chemical properties of Kuraray Poval™ make it ideal for a wide variety of applications, ranging from adhesives through paper and ceramics to packaging films. Many of our polymers are food contact-approved and thus suitable for food applications. Ecologically Kuraray Poval™ is advantageous due to its biodegradability and the fact that combustion does not generate residues. It is available in various particle sizes from granules to fine powders.

Kuraray produces its wide range of Kuraray Poval™ grades in Japan, Singapore, Germany and the USA. Kuraray's global production and service network make us your partner of choice for innovative high-quality PVOH resins.

Kuraray – Here to Innovate.

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Kuraray Poval™ product portfolio

Please contact your local Kuraray office to discuss the right Kuraray product for your needs.

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