



## Improve customer experience

**Wider range of print materials, compared to traditional die-cut lids or rollstock lidding solutions:**

- low carbon footprint.
- paper based.
- thinner lids - Primoreels® systems operate with metalized PET foil as thin as 23  $\mu$  or 36  $\mu$ .

**No embossed or granulated surface required.**

**Smoother and glossier surface, improved printing quality and aesthetics of the lids.**



Primoreels® lids are easy to peel.



Traditional aluminum die cut lids often tear during opening.



Primoreels® lids have a neat edge and are virtually non-tearable.



Primoreels® lids resist puncture when manipulated\*.

\* Traditional die-cut lids are prone to puncture. Primoreels® lids have a 3 times better puncture resistance than Alu die-cut lids in comparable thickness

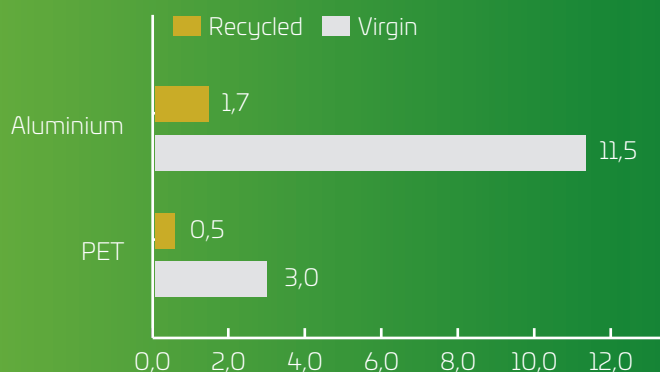
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## Lower your CO<sub>2</sub> impact significantly

CO<sub>2</sub> emission when producing PET lids is significantly lower than for aluminium lids



**Note:** All figures are kilograms carbon dioxide equivalents per kilogram of produced material (kg CO<sub>2</sub>/kg). The bars compare the carbon intensity of the material when produced from virgin resources or recycled materials. **Sources:** DEFRA, Fraunhofer Insistute.

- Primoreels® PET lids have a superior puncture resistance which enables you to save the snap-on cover lids for your portionable products.
- Primoreels® minimizes the skeleton waste material. Roolstock contains waste material of up to 56% for Ø95 mm cups.
- The Primoreels® system reduces skeleton waste to less than 20%.

### Primoreels A/S

Primoreels A/S was founded in 2008, but has its roots from a filling machine company with more than 60 years of experience within the dairy industry.

Primoreels has become an established partner for manufacturers in the dairy sector and the water/juice industry with a reputation for timely, high-quality, intelligent solutions, that satisfy our customers.

We bring the dairy packaging to next level in terms of efficiency and lower total cost.

Today the Primoreels® system is successfully installed on numerous high capacity machines around the world, and we can also allow clients having old filling lines to enjoy the advantages of the system, as we are able to provide stand-alone units, which are applicable on to almost all existing filling machines – no matter the brand and year of origin.