

The IML packaging is sealed with an aluminum membrane to guarantee tamper-proof freshness.



Photo: Weidenhammer

Sausages in a plastic jar

Packaging for products of Rügenwalder Mühle without water

■ Cooked sausages packed in water are a thing of the past - now Rügenwalder Mühle sells its newest "Mühlen Würstchen" sausage products in Germany in stable, resealable plastic cups manufactured by the Weidenhammer Packaging Group (WPG). Produced by the company's plastics division, using in-mould labelling (IML) technology, the cups are not only convenient, they also make an attractive package for the tasty snacks. This makes it even easier to visually distinguish the product from the competition in the refrigerated section.

Cooked sausages, including Wieners, Frankfurters and stringed sausages, are among Germany's favourite sausage specialties. They are sold fresh from the meat counter or packed in water as long-life products in glass jars or cans. "Mühlen Würstchen", the recently introduced sixth brand produced by Rügenwalder Mühle, closes a gap in the company's product range. The sausages are said to be firm and fresh, just like meat counter products, but are packaged like sausages in a glass jar. Only lighter - without water.

Transparency whets the appetites

The sausages are available in "smoked" and "poultry" versions - the practical packaging sets the product apart from anything the competition has to offer in thermoformed

packaging or glass jars. "The resealable plastic cup is a completely new type of packaging for cooked sausages," says Andreas Rothschink, Head of Sales at Weidenhammer Plastic Packaging (WPP). "It is also an important differentiating factor on the shelf and plays a key role in product marketing." This is also demonstrated by commercials that have accompanied the market launch. Both clearly focus on the product packaging.

The clear polypropylene cups are produced at the manufacturer's plant in Zwenkau, near Leipzig, Germany. Each of the semi-circular 222-gram cups contains 6 sausages that are packed upright in the container. The crystal clear cup with only partially printed wrap-around label ensures an unrestricted view of the product inside. The IML packaging is sealed with an aluminum membrane to guarantee tamper-proof freshness.

And, catchword convenience: the thermoformed, transparent lid is said to provide secure re-closure after initial opening. Consumers can remove the sausages from the container and enjoy them one by one. The lightweight, virtually unbreakable cup can be conveniently packed in a rucksack and fits perfectly in most car cup holders.


The production order for the sausage cup was received by Weidenhammer in

spring 2010. The packaging idea and prototype were developed by Rügenwalder Mühle. The food safety standards for the product packaging are extremely high. "Since this is a fresh product, hygiene plays an important role," explains Rothschink. "Our manufacturing facility in Zwenkau meets the highest quality standards and is certified according to BRC/loP. The production of all containers for Rügenwalder Mühle takes place under clean room conditions." This should guarantee a long shelf life - even without water. ■

Information

Weidenhammer in brief

With 12 production sites, 960 employees and projected annual sales of 200 million Euros in 2010, the Weidenhammer Packaging Group is one of the world's two leading suppliers of composite cans, composite drums and plastic containers. Founded in Hockenheim, Germany in 1955, the family-owned enterprise has evolved over the last 50 years to become a market and technology leader in its segment.

 interpack:

Hall 9, booth C34/D31