

## Hershey's Brazil: IML for razor-sharp image quality

2016-01-18

Hershey's Chocotubs win Brazil over with IML snack packaging



Hershey's, one of the oldest and best-known manufacturers of chocolate in the United States, introduced its popular Chocotubs onto the Brazilian market this spring. The company decided to go for IML packaging with labels from Verstraete IML instead of adhesive labels. IML is lighter, more sustainable, and looks better. The Brazilians are certainly tucking into Chocotubs: delicious, crunchy cookies with a chocolate dip.

### **Hershey do Brasil prefers IML over adhesive labels**

The Hershey Company shares its name with the small village in Pennsylvania where the headquarters is located. Some days, the smell of chocolate fills the streets there. Founder Milton S. Hershey was the first American to develop a formula for the production of milk chocolate.

Ana Fontes, Hershey's R&D Manager in Brazil: " In 1894, he started up the company as a branch of Lancaster Caramel Company. When Lancaster was sold off in 1900, the owner kept Hershey's. He knew there was a market for chocolate. Moreover, our chocolate is affordable, has a fantastic taste and long shelf life. No wonder it became an instant sensation! In the second quarter this year, we introduced Hershey's Chocotubs on the Brazilian market. This handy, attractive snack pack contains crunchy

cookies and a smooth, creamy chocolate dip. The package had to be an eye-catcher on Brazilian store shelves while creating real added value. We wanted to bring innovation to the growing on-the-go market. That's why, after many months of research, we chose IML packaging."

### **Winner of the 'ABRE Brazilian Packaging Award 2015'**

This year ABRE, the Brazilian packaging association, received more than 400 submissions. The panel was selected from the most respected and most renowned professionals in the packaging industry. Hershey's Chocotubs were the winner in the 'Sweets and desserts packaging' category. They were also the first IML packaging ever to compete in this category. The panel was won over by this modern packaging, which is ideal for the on-the-go confectionery market. Moreover, the panel was also impressed by the many advantages of IML packaging. It's lighter, more attractive and more sustainable. And it's 100% recyclable, because with IML the label is integrated into the packaging itself. Label and packaging form a single entity, which simplifies the recycling process later on.

Injection moulder Plast & Pack joined forces with Verstraete IML and Hershey's Brazil

Ricardo Bruni, General Manager at Plast & Pack Injection Moulding: "We know we can rely on Verstraete IML for top-quality IML labels. Verstraete IML has 25 years' experience in printing IML labels. Thanks to their know-how, we were able to make a success of this technically-complex project for Hershey's Brazil. Since our first co-operation, I have been recommending Verstraete IML as a commercial and technical IML partner. We have already introduced Verstraete IML to the local and regional industry, for example, to Abiplast. But in addition, we recommend Verstraete IML as a world-wide partner for IML labels and IML know-how."

### **Chocotubs launch Hershey's in Brazil**

Hershey's Chocotubs are available in 52-gram IML packaging, in two flavour varieties: Milk Chocolate and Cookies'n'Creme. The launch of Hershey's Chocotubs was a milestone for Hershey's in Brazil. "Chocotubs represent our stylish entry into the premium on-the-go market, and they have let the consumer become acquainted with a new type of packaging— attractive and ultra-handly. Hershey's Chocotubs consolidate our market position as the top producer of creamy chocolate. We had already reached the children with lo-lo Mix and lo-lo Cream. Now we are further strengthening our market presence with the launch of four brand-new products aimed at young adults: Hershey's Creamy Milk Chocolate in a small, 135-gram PET bottle or a family-sized pack of 315 grams and Hershey's Chocotubs in two flavour varieties, both in 52-gram IML packaging", says Ana Fontes.

### **IML for razor-sharp image quality**

Ana Fontes: “Choosing IML technology resulted in reduced investment costs by Hershey’s Brazil. Thanks to the in-mould labelling process, the production and labelling of the packaging take place in one operation. The costs of post-production labelling and the associated storage and transport costs fall away with the new production line. The offset printing technique provides IML labels with high-resolution images in up to eight colours. This superior quality is crucial, because high-quality photographic images attract the consumer—the new product grabs more attention at the sales outlet—and they highlight the excellent quality of the product. Plus, with one IML label, we decorate all sides of the packaging.”