

Simpl-Seal® v. RF/Sonic/Heat FLEXIBILITY



How does "FLEXIBILITY" differ, based on sealing method?

“Choices” is another word for “flexibility.” Choices often lead to cost savings (profitability). Choices can impact eco-responsibility and shelf-presence. And, many choices a packager can make are based on how sealing is done.

- PET is a great example of flexibility (choices). This plastic and its derivatives are deemed eco-friendly when compared to PVC. Currently, RPET is the most “sustainable” choice because the “R” indicates “Recycled.” And, Simpl-Seal users can choose this plastic, but this choice is rare with RF/Sonic/Heat sealing. PETG is the most common PET formulation for non-Simpl-Seal sealing. And, PETG currently costs about 25% more than RPET and produces no packaging benefits for the extra cost. (Note: RPET is price-competitive with PVC.)
- PLA (bio-plastic) and PCR (Post Consumer Recycled) are two more examples of flexibility. Simpl-Seals them, easily. Sealing of these is a rarity with RF/Sonic/Heat.
- Flexible Simpl-Seal choices extend to plastic thickness and rigidity.
 - Plastic thickness is not dictated by Simpl-Seal. This means thickness is design choice, not an engineering dictate.
 - A lid can be a different thickness than a tray (with a secure, invisible seal).
 - Finally, not all substrates offer the same rigidity. (A more rigid plastic can offer the same shelf-presence with less plastic.)
- Position and location of the seal is another flexible choice. Imagine having a small (or no) sealing flange. What would sealing vertically or sealing curved surfaces mean to package design (shelf-presence)? All these are possible with Simpl-Seal.
 - If a flange is not “needed,” it is wasted plastic. A 5X7 “traditional clamshell” is about 4X6 without its flange. 30% of the plastic is the flange. Thermoforming a package with less plastic is cost-effective and eco-responsible.
 - Shelf-presence comes from design. Imagine a package without the historically-demanded flange. Attractive? Unique? Brand Identity? All can be enhanced.
- Perhaps the most cost-effective flexibility is time-in-production.
 - Simpl-Seal’s sealing has no cycle-delays, so production may be optimized. Nothing is setting an “artificial” production pace. An optimized pace costs less.
 - And what about changeover time? No tooling. No fixtures. No time-consuming set-up. This means that production-to-order (JIT) is a reasonable objective. And, the benefits that come from JIT are measurable and valuable.
- Another flexibility is seal security. A full-perimeter seal is secure. But, if full-seal strength is not required, simply choose to use less adhesive (spot-seal). And, while a lesser seal will hold everything together, it will be easier to open.

FLEXIBILITY – Simpl-Seal® v. RF/Sonic/Heat



- The “trapped card” is another flexible choice. This Simpl-Seal packaging option provides all the benefits of the trapped blister without all the limitations.
 - It is more secure and less costly than the trapped blister.
 - It is more eco-friendly (less weight, less bulk, easy source separation).
 - Plus, it promises better shelf-presence because it is NOT just another “trapped blister” to get lost in the mix (sitting in their boxes at Costco, all trapped blisters tend to look alike).
- Design. Just think what *eliminating all rules* associated with tooling, pressure and heat can do. Simpl-Seal does not use/need tooling, pressure and heat so package design is not restricted by these items.

“Flexibility” was never a quality of semi-rigid, clear-plastic packaging... until Simpl-Seal! And, because predecessors to Simpl-Seal weren’t (and aren’t) flexible, few executives were (are) willing to challenge the “cannot do that” answer from the design or production departments. And this is how PETG (and its extra cost) has become a “sustainability standard,” even when something else more sustainable and costs less.

Simpl-Seal is the reason sustainability costs less! RF/Sonic/Heat sealing is the reason sustainability costs more.

Flexible choices from Simpl-Seal say, “can do.” No longer does an executive have to accept rising material cost because the sealer won’t handle something that is less expensive. No longer are reduced profit and lack of price competitiveness the accepted consequences. With Simpl-Seal, a change in plastic means a phone call to the thermoformer.

Note: If there is any doubt that “cannot do that” is strong, consider how much PVC is still used by RF/Sonic/Heat sealing... even after years of battle to get rid of it. PVC is the most commonly used plastic with RF/Sonic/Heat sealing... and it is NOT price that is doing it, because RPET, PLA and PCR are all competitive with PVC.

“Flexibility” is part of Simpl-Seal. To make a change in the plastic requires no rewiring, no retooling and no machinery recalibration. Simpl-Seal just does it. Simpl-Seal can seal all currently popular plastics the same time, on the same machine.

Simpl-Seal is that flexible.

And, the “can do” response saves a lot of money.