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AVC Corp. Unveils its Newest Environmental Packaging Concept, the EnviroTube™

AVC Corp., the Torrance, California-based custom retail packaging manufacturer and leader in environmental packaging solutions, recently unveiled its newest green packaging solution, the EnviroTube™. This eye-catching clear plastic retail package is made entirely from one type of plastic and can be recycled once the product is removed.



Torrance, Calif. (PRWeb) March 28, 2007 -- AVC Corp. (www.avccorp.com) unveiled its newest environmental packaging solution, the EnviroTube™, earlier this month at Wal-Mart's Sustainable Packaging Exposition in Bentonville, Ark.

"We brought a few different versions of our new EnviroTube™ to the Wal-Mart show and these samples were a huge hit," said AVC's Executive VP, Guy Marom. "Not only is the EnviroTube™ completely environmental, but it is also extremely eye-catching and can accommodate products of all different shapes and sizes in all different categories."

AVC's EnviroTube™ (www.avccorp.com/avc_environment.htm#EnviroTube) utilizes one type of plastic for the entire package, which eliminates the issue of cross contamination in the recycling stream, and can be made using most PVC alternatives.

This tube-like packaging concept features an attractive look with a clamshell or thermoformed tray suspended inside, almost as if it were floating within the package. The package is sealed with end caps made from injection molded or thermoformed plastic, molded with slits in the center to hold the internal tray or clamshell and keep it suspended within the tube.



By printing directly on the plastic (available in up to 8 colors), the EnviroTube™ does not need a printed paper insert, reducing the amount of components and further eliminating cross contamination. If desired, a printed paper insert that can be easily removed can be used instead. Windows can be opened anywhere on the artwork for optimum product visibility.

AVC exhibited in the Wal-Mart Sustainable Packaging Exposition, held March 12 and 13 in Bentonville, Ark., as an environmental packaging supplier.

"We have been working closely with Wal-Mart/Sam's Club's Packaging Sustainable Value Network (SVN) for the past two years to help develop more environmentally sustainable packaging solutions," Marom said. "We have also been working with them in the development of the packaging scorecard that their buyers will start using in 2008 to assess packages before they hit the shelves."

About AVC Corp. (www.avccorp.com):

AVC Corp. is a multi-faceted one-stop retail packaging manufacturer and Philips-licensed CD/DVD replication company, providing all services in house. AVC specializes in environmental packaging and continues to lead the way in the research and development of new concepts and solutions, as well as implementing environmentally sustainable packaging overseas at its China facility. With facilities in the U.S., China, and Mexico, AVC offers its clients packaging and supply chain solutions to meet their needs.



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