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## Custom Retail Packaging Company Introduces Environmental Clamshell Alternative

*AVC Corp., a one-stop custom retail packaging company based in Torrance, Calif., announces the introduction of its Environmental Rigid Blister (ERB) package to the market. This new patented design reduces the amount of plastic used, making it cost-effective and environmentally friendly.*

Torrance, CA (PRWEB) June 13, 2006 — Recognizing the need to be environmentally proactive and reduce the amount of plastic in retail packaging, Torrance, Calif. manufacturer AVC Corp. (<http://www.avccorp.com>) announces the development of its new patent-pending Environmental Rigid Blister (ERB) package.



Made from a combination of recyclable plastic, blister board and corrugated, the attractive design is not only environmentally friendly but is also cost-effective as it reduces the amount of plastic and eliminates the need for a paper insert.

AVC, a one-stop custom retail packaging company, developed the ERB as one of many environmental alternatives to traditional clamshell and blister packages.

The blister board can be designed in any size, shape or color, which allows limitless opportunities for creative design as well as ample advertising space. This concept reduces the amount of overall packaging materials used, which in turn saves money while diminishing the impact on the environment.



“As a leader in the Environmental Packaging Movement, AVC continues to research and develop innovative and environmentally friendly packages,” said Michael Baker, General Counsel to AVC. “The ERB marks a major milestone in green packaging – it uses less plastic and more blister board. AVC’s ERB also utilizes renewable and sustainable packaging materials.”

The ERB features a clear thermo-formed plastic window so the consumer can see the product before purchasing. Because the ERB does not require the same sealing processes as standard clamshell packaging, all eco-friendly PVC alternatives can be used.

“With growing consumer, retailer, and government concern over potential health problems associated with PVC, more and more large retail and club stores are pushing to reduce or eliminate the use of PVC in packaging,” said Art Stephens, AVC’s VP of Manufacturing. “We have developed methods of thermoforming and sealing several PVC alternatives, including RPET, PETG, NatureWorks® PLA, and clarified Styrene.”

Widely accepted by large retail and club stores, AVC’s ERB can be customized to package any product in any shape or size.

“Another benefit of the ERB is the package is significantly lighter in weight than traditional clamshell and blister packages, resulting in substantial transportation cost savings,” Baker said. “Plus, the package is designed to be extremely durable, which makes it easy to store and ship.”

In addition to being cost-effective and environmentally friendly, AVC’s ERB is also theft-resistant and safe for the purchaser. Consumers can say goodbye to painful plastic cuts as the ERB is easy to open and does not require any cutting of the thermo-formed plastic.

With more than 50 years of experience in the retail custom packaging industry, AVC (<http://www.avccorp.com>) designs packages with the consumer, retailer and environment in mind. The ERB is one of AVC’s many environmental packaging concepts.



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