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Retail Packaging Company Expands Its Line of Environmental Concepts

AVC Corp., a one-stop custom retail packaging company based in Torrance, Calif., has added yet another unique and innovative environmentally friendly packaging concept to its line of patented and patent-pending designs. The Environmental Rigid Blister (ERB) reduces the amount of plastic used and utilizes more recyclable and renewable materials, making it cost-effective as well as a green alternative to traditional clamshell and blister packaging.

Torrance, CA (PRWEB) June 28, 2006 -- With environmental consumerism at an all-time high, retail and club stores are responding by re-examining packaging materials, concepts, and processes. The trend of yesterday was to double and triple package items for security purposes without taking into consideration the overall impact on the environment. Responding to consumers' heightened awareness of the benefits of a clean environment and growing concern over rising pollution rates and the use of potentially hazardous materials such as PVC, major retailers are changing their thought patterns to become more eco sensitive. This sentiment will likely catch on as product and packaging manufacturers find themselves altering packaging practices to conform to retailer demands.

AVC Corp. (<http://www.avccorp.com>), a one-stop retail packaging company based in Torrance, Calif., has long recognized the need to be environmentally proactive in everyday packaging endeavors. AVC recognizes that going green will not only help the planet for future generations, but can also help companies polish their corporate image and boost profits.



“Environmental packaging is becoming a major part of mainstream consumerism,” said Art Stephens, VP of Manufacturing for AVC. “It only makes sense that product manufacturers address this change by altering their packages to be more environmentally friendly. This means reducing the amount of plastic used, eliminating cross contamination of paper and plastic, and using greener and more recyclable packaging materials.” Ready with solutions to the coming changes in packaging, AVC (<http://www.avccorp.com>) has developed a number of concepts that reduce the impact on the planet and make use of more recyclable and eco-friendly packaging materials.

One solution is AVC's patented Environmental Rigid Blister (ERB). Made from a combination of blister board, corrugated stiffener, and thermoformed plastic, the ERB uses significantly less plastic than traditional clamshell and blister packaging. Because it cuts down on the amount of thermoformed plastic and eliminates the need for a paper insert, the ERB is lighter in weight and can save the product manufacturer money on transportation costs.

Another advantage to the ERB is it allows limitless opportunity for creative design and marketing -- the outer blister board section of the package can be designed using any shape, size, and color scheme. The clear thermoformed window entrapped within the blister board offers high clarity so the consumer can see the product before purchasing.

Widely accepted by retail and club stores, the ERB is one of the best environmental packaging solutions on the market. The package is not only secure and attractive, but is also economic as it reduces overall packaging and transportation costs. Plus the ERB can be made with any PVC alternatives, including RPET, PETG, NatureWorks® PLA, and clarified Styrene.

AVC Corp. (<http://www.avccorp.com>) offers a wide variety of environmental packaging concepts and materials.



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