Technology Brings New Aroma Dimension to Thermoformed Packages

After experiencing an intense aroma, most brand-marketing executives have probably at least once thought, "if only I could package that aroma."

Now, Fabri-Kal (Kalamazoo, MI) a leading thermoformer of polypropylene cups, tubs and bowls, is offering an answer to the "if only."

CompelAroma packaging allows companies to encapsulate flavors within the structure of plastic packaging. These flavors then release desirable aromas.

Fabri-Kal is one of the first companies to offer CompelAroma, a patented approach to brand marketing from ScentSational Technologies (Jenkintown, PA). Fabri-Kal's new CompelAroma polypropylene cups, tubs and bowls could give brand marketing executives an effective way to increase market share and build and strengthen brand loyalty.

The technology that supports CompelAroma allows Fabri-Kal to encapsulate flavors within the structure of plastic packaging; flavors that release desirable aromas. These FDA approved, food grade flavors are added directly into packaging materials at the time of manufacturing. During the process, the plastic encapsulated flavors and associated aromas become integral parts of the package itself. The aromas may be released at an appropriate stage in the development of the brand building strategy. CompelAroma's plastic encapsulated flavors can also be slowly and uniformly released into the packaged product during its packaged life.

The gradual release of CompelAromas into the package contents enhances desirable flavors as well as protects contents from processing induced dilution and flavor loss that may occur over extended time on the shelf. Other CompelAroma benefits include the ability to reduce flavor scalping and inhibit release of undesirable flavors and odors from the package to the product.

CompelAromas may be controlled to release when a package is opened, or during food preparation. During microwaving, for example, Fabri-Kal's CompelAroma enhanced microwaveable containers and trays have proven to broadcast dramatically increased levels of desirable aromas, returning the sensual pleasure of cooking to ready-to-serve products.

While adding to a user's pleasure, ScentSational's CompelAroma technology does not add calories, cholesterol or fats.

Carrie Bertch, Fabri-Kal Marketing Manager said, "As more ready-to-serve products are introduced in Fabri-Kal containers, there is a great opportunity for brand managers to positively enhance the consumer's eating experience by increasing desirable aroma."

Bertch says Fabri-Kal quickly grasped the possibilities of CompelAroma and realized that in hands of a creative brand marketing executive, a product employing the ScentSational technology would give Fabri-Kal's customers an overwhelming market advantage.

"Our first thoughts for CompelAroma were that it would be a perfect fit for oatmeal and 'add water mix and enjoy' packaging where success was largely dependent on aroma and flavors. It was in these areas that we engineered some prototypes," Bertch said. "We discovered that CompelAroma offered ideal performance with thermoformed polypropylene, our specialty."

PP offers an excellent moisture barrier. PP products are soft to the touch and microwaveable. Additionally, PP products offer a great printing surface.

"In short, our thermoformed PP products are a natural fit with CompelAroma," Bertch said. "It is quite an experience the first time you have an empty, never filled package communicate the rich aromas of hot maple syrup flavored oatmeal."

"Our polypropylene products are visually and tactilely pleasing and now we offer an exciting and memorable appeal to the sense of smell, perhaps the most evocatively powerful of all the senses. It is a milestone in the evolution of brand marketing techniques whose arrival is overdue," concludes Bertch.

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Fabri-Kal cups during manufacturing, prior to being trimmed into separate containers.

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