

An "Old Dutch" Treat

From Winnipeg, east to the Lakehead and west to Vancouver Island, the delicious products of Old Dutch Foods Ltd. display themselves proudly in their winning transparent packages.

"We are well aware that shoppers purchase snack foods mainly on impulse," said Mrs. E. Smith, Purchasing Agent. "We therefore adhere to the principle that visibility is essential if our products are to enjoy increased sales. We need the transparency and a strong moistureproof protective wrapper to give greater durability during the severe winter conditions that exist in this area. With "K" polymer coated film, laminated to polypropylene, we believe we have an eye-catching package which, combined with the elegance of colourful printing and striking family resemblance, adds glamour to the contents."

When Old Dutch first commenced operations back in 1959, the only product produced was potato chips, and they were packaged on semi-automatic wrapping machines. After two years of operation "Cheez Corn" was introduced, and it is still a large volume product today. Popcorn Twists, corn balls and a wide variety of chips have since been added to the line and the entire production is packaged on Woodman dual-head form-and-fill machines using laminated roll stock of "Cellophane" cellulose film and polypropylene.

"We are very happy with the performance of the "K" film/polypropylene lamination," said Mrs. Smith, "it gives us high gloss and sparkle, along with the durability we require. We are firmly convinced that the film has contributed substantially to the success of our operation."

