



# JAMISON FRESHNESS SYSTEM

**1. INNOVATION** The Jamison Freshness System is a new concept for protecting fresh roasted coffee in film structures. The System is designed to expel excessive carbon dioxide (O<sub>2</sub>) at a controlled rate and still preserve freshness by a new oxygen blocking technology. *The Jamison Freshness System represents a major technical advance by utilizing a new technology in combination with standard and sophisticated film structures.*

***No FITMENT is used:*** A specially designed gas channel mechanism is impregnated and sealed into the top of the film structure after filling the pouch with fresh roasted ground or whole beans, followed by a nitrogen cap. Even though the system was first designed for fresh roasted coffee, the System is applicable to other food products that generate excess gases.

**2. PROTECTION** The Jamison Freshness System considerably improves safety from contaminants. Competing methods include release 'valves' stuck on the center face of the pouch which require a hole punched into the package making the package subject to external contamination, or breathable films which can leak 'sealant oil' into the product. *The Jamison Freshness System in contrast, is heat sealed into the pouch at temperatures above 170 degrees centigrade, and is never in direct contact with the internal product.*

The gas channel opens only under specific pressure and self-seals when pressure is reduced.

In extensive tests, coffee pouches were shipped by air at high altitude and over rough local ground transportation for a distance of 8,000 miles. The residual oxygen content remained at zero parts per million, and during the first month has maintained the industry standard of below 3%.

The only cases to exceed these accepted levels were due to excessive damage or ruptured seals.

Laboratory tests utilizing the Mocon Pac-Check (a head-space analyzer) for Oxygen content and the Haug Pack-Vac Leak Tester (an underwater vacuum test) for seal integrity, have proven these excellent results and integrity.

These tests are conducted at the factory after packages are produced and again at the test laboratory 8,000 miles away. Both the factory and the laboratory use identical testing equipment which enables comparable analyses to be made on both ends of the trip.

On-going shelf life testing continues on a biweekly basis with documented results.

### **3. ECONOMICS**

The reduction in costs has been highly successful. An average of \$0.08 cents to \$0.12 cents per pouch has been experienced. Down time and labor costs have been reduced 12% to 15%. Because no special films are required, dramatic savings can be created by the elimination of the dependency on proprietary material suppliers to allowing a greater source of flexible packaging materials.

The Jamison Freshness System also provides for the reduction in the thickness of films, thus providing a higher yield of pouches per tonne or linear meter of material.

## **4. PERFORMANCE**

Palletized carton shipments of finished product with reduced packaging weights contributes to lower transport and shipping tariffs. It also provides a snugger fit and smoother loading.

The Jamison Freshness System can be fitted to most types of Vertical or Horizontal form, fill and seal machinery with minimum cost. There is no reduction in machine performance or packing speeds. No special operator training is required.

The Jamison Freshness System pouches are currently being filled on a variety of different styles and makes of Vertical, form, fill and seal machinery, both draw-down and continuous motion.

Packing speeds run at 38 to 50 pouches per minute depending upon the fill quantity, size of pouch and product type.

Six different specifications of film are in use making pillow, block-bottom, and Stabulo pouches for retail and catering products, across a wide variety of weights from 40 grams to 1 kilo in fresh and whole beans. Unlike current 'valve' systems which rely on the working of mechanical and synthetic parts which can and do fail, the Jamison Freshness System is designed to work using only natural elements, with NO moving parts thus considerably reducing the possibility of failure.

## **5. MARKETING**

The JFS system is totally free of any impediment to the design or print process. We eliminate the intrusion of plastic gas 'valves' that impact the graphic and printed face of the coffee pouch and give

the retailer an unobstructed and superior presentation for full graphics in any number of colors.

Shelf displays using the new Stabilo pouch format has been dramatically improved. The present surge of consumer acceptance in a 600 store chain has dramatically increased store sales and exceeded the retailers' expectations. These stores are moving this product off the shelves so fast that the turn around from manufacture to in-store is currently less than 15 days inclusive of overseas shipment.

## 6. ENVIRONMENT

Source reduction has also been an added feature. Not using a fitment on the package reduces landfill waste by 10% to 14%. These figures are from environmental agency reports.

The reduction of packaging wastage has become a worldwide goal. *All film structures using The Jamison Freshness System meet both European and US packaging regulations and are certified suitable for recycling.*

The Jamison Freshness System makes a valuable contribution to this reduction by giving customers the option to make more efficient uses of their films through the elimination of aluminum and down gauging film thickness.

