

M E M O R A N D U M

To: Mr. J. D. Madden
Mr. G. G. Himmeler
Mr. A. J. Dragonette
Mr. H. F. Robertson
✓ Dr. T. W. Nale
Mr. P. Raycob
Mr. T. R. Orms/M. Kovach
Mr. L. Howard
Mr. W. I. Lowe
Dr. C. C. Cooper

October 25, 1956

Subject: Portion Control Cups
for Cream

Rigid Vinyl

*Hold for future
reference*

Mr. Sidney E. Bender of E. B. Millar Coffee Company, 1822 Blake Street, Denver, Colorado (Tabor 5-7596) is looking for information about our FDA approved cast vinyl film. Mr. Bender has been packaging cream locally around Denver for the Meadowgold Creamery using packages very similar to the Kraft Portion Control Cup. He used .005" VCA-3310 Clear 21 for the cup and .003" VBA-9925 for the cover. Local authorities, including the state authority, have given him their blessing as they feel it is a much more sanitary way to handle cream than the present method of allowing it to sit around in an open cream pitcher. A storage life of five weeks was claimed for cream under refrigeration.

Patent No. 2,530,221 has been obtained by Mr. Bender on the method of sealing the cover to the cup. Mr. Bender puts it "we get a good tight seal with our process and not a loose seal like Kraft's that peels right off." A patent is pending on the method they use for filling the individual packages. The particular advantage of their method is claimed to be that it excludes air from the package. Under these conditions storage life is greatly increased and items such as ketchup do not turn black.

The only fly in the ointment occurred when they sought to increase their distribution from intrastate to interstate. Here the FDA assumes jurisdiction and the local representative of the FDA brought up the question of toxicity of the plastics used. Mr. Bender was unable to give him any definite information but remembered our press release about the food packaging grade cast film. The local representative of the FDA told him that any approval on the cover material would have to come from Washington. I assured Mr. Bender that the formulation of our VBA-9023 was on file in Washington with the FDA and that he should have no trouble getting their comments on the film using that product nomenclature. Neither he nor the FDA representative apparently raised any question about the 3310 used in the cup. Mr. Bender knew that this was the same material as that used by Kraft, so maybe they figured that if it had been used that long by Kraft, it must be perfectly all right. In cases like this it would probably help things considerably if we could offer a clear formulation in our food packaging grade rigid vinyl.

Future plans include the packaging of items other than cream such as honey and ketchup. For now, however, Meadowgold Creamery's 200 plants in the West are expected to keep Mr. Bender busy a while. His company intend to

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form the cups using a male and female mold and sell them to the creameries. They will also rent the filling machine on which they are now trying to get a patent.

Mr. Bender is placing an order immediately for two or three rolls of the 9023 and when the approvals are forthcoming expects to order much larger quantities. It could well be that he will work his idea into a sizeable film application in that part of the country.

D. C. Kay
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