



Weidenhammer New Packaging LLC Emphasizes Need to Update Bulk Ice Cream Packaging

Note to Industry: Eliminate Metal Components to Enhance Safety

By Glenn Emory, General Manager North America, Weidenhammer New Packaging LLC

One hundred years ago, the bulk ice cream industry, which typically uses 1.5-gallon to 5-gallon containers, moved away from metal containers to fiber-based drums supported by metal rings at the top and bottom. At the time, it was a positive revolution in bulk ice cream packaging, but the evolution to more innovative and safer packaging seemed to stagnate there – until now.

From its inception in the United States in 2007, Weidenhammer has been 100% dedicated to driving high-value innovation for the bulk ice cream segment by offering only non-metal solutions for our customers. Not willing to allow the status quo to remain, the company is taking a leadership role in promoting the replacement of metal-based components through a variety of available options from a range of different packaging vendors. In addition to the traditional industry standard of in-plant formed, paper-based drums, many packaging suppliers offer solutions and innovative options such as plastic pails, folding cartons and self-erecting drums.

Why Weidenhammer and Why Now?

Weidenhammer believes it's time for the bulk ice cream industry to reap the benefits from advancements in technology and packaging that can offer enhanced safety for ice cream production and foodservice employees. Metal rings are a cut hazard for employees because the exposed metal edge at the point of overlap of the metal strips is razor sharp. Metal rings can also negate the ability to metal-detect packaged product. Nonmetal-based solutions have steadily grown in share relying on the spectrum of value they offer, and we encourage the bulk ice cream industry to switch to metal-free packaging.

Our industry is blessed with good people leading organizations that sell an indulgent treat to their customers, and there is a strong emotional bond that needs to be nurtured for the success of all. Weidenhammer is adamant that there remains zero justification for the continued existence of the metal-ring package within our industry.

Being a proven innovator for our customers, Weidenhammer is pleased to take on a leadership role for the betterment of the industry as a whole. I encourage you to contact Weidenhammer at info@weidenhammer.us to discuss solutions that may be appropriate for your company's needs.

About Weidenhammer New Packaging

Founded in 2014 as a joint venture of the Weidenhammer family (Heidelberg, Germany) and Sonoco (NYSE: SON), Weidenhammer New Packaging is regarded as the leading innovator of metal-free, paper-based bulk ice cream packaging and related machinery. The company is the successor entity of the original Weidenhammer Packaging, which was formed in 1956. Weidenhammer New Packaging is a proud Gold Business Partner member of IDFA.