



Located in Green Bay, Wisconsin - Operations: **920-983-8000** Sales: **920-983-8008**

---

<https://www.sierracoating.com/blog/category/innovative-food-packaging/> > Page: 1

# Celebrating the Holidays with Sierra Coating's Adhesive Coatings!

It's that time of year again! Actually, holiday gift buying season starts earlier every year, but by now the odds are good that you have already picked up gifts either in the store or online. The odds are also extremely good that most of the products going under the tree are packaged in heat sealed blister packs, laminated or labeled.

At Sierra Coating, our adhesive coating capabilities play a major role in packaging many of the products you will buy or receive this season. Thanks to 20 years of experience in coating and laminating, we offer our customers the best in

a long list of adhesive coating service



## **Adhesives**

- Heat-activated adhesives
- Pressure sensitive adhesives
- Cold seal or Cohesive adhesives
- Laminating adhesives for similar and dissimilar substrates with wet or dry laminations

## **Labels**

- Pressure sensitive
- Water activated
- Permanent
- Repositionable
- Weather resistant

<https://www.sierracoating.com/blog/category/innovative-food-packaging/> > Page: 3



One the main advantages of relying on Sierra Coatings is our ability to customize our adhesive coatings to your unique needs. We take into account every variable, such as the activation temperature of your packaging equipment and dwell time to

determine the perfect coating for your application. The same custom and comprehensive approach goes into our lamination capabilities.

If your current adhesive coating and laminating services are putting a lump of coal in your stocking, then visit our website, or contact the adhesive coating and laminating experts at Sierra Coating today!

---

## **The Rebirth of American Manufacturing**

The reshoring of America is underway and gaining momentum. According to a survey from the Boston Consulting Group, 38% of the American manufacturing

<https://www.sierracoating.com/blog/category/innovative-food-packaging/> > Page: 4

executives they polled are in the process of moving production back or at least considering the move to the U.S.A.

It was not too long ago that most manufacturers were touting the virtues of moving out of America to places like China and Central America. So why the change of heart? Why have companies joined Sierra Coating in embracing the “Made in America” movement? While patriotism does play a role in the decision, in the end, business is business and profitability is king. No matter what continent you make your products, if you cannot keep your costs down, the odds of remaining competitive are low.



At Sierra Coating, we believe a variety of factors play a role in the rebirth of

American manufacturing. They include:

- **Less Shipping**

The farther away you manufacture or convert your goods, the longer the shipping routes and times. Shorter trip equals lower costs, it is that simple.

- **Automation**

For years, countries like China and Vietnam could claim lower labor costs. However, thanks to innovations in manufacturing automation, it is possible to make high quality products in America with less labor, faster, and more accurately.

- **Regulations**

While the U.S has always had tough and often costly environmental regulations, it is only recently that other countries have begun to catch up. The cost saving from less regulation overseas is starting to shrink.

- **Pride**

It is hard to replace the pride you get from actually seeing a product come to life. We think that it is this sense of accomplishment has been missing from America for far too long. Reshoring means having pride in your work, your products, your people, and best of all, your country.

- **Natural Gas**

At Sierra, we have become more competitive because of less reliance on foreign energy. There is a wealth of natural gas and energy to be used which provides a financial advantage.

While there are other more complex reasons for America's manufacturing renaissance, these five get at the core of the movement. The Sierra Coating family is excited about the future of manufacturing in the U.S., and we could not be more proud to be leading the charge towards a better America.

---

## What You Need For Great Food Packaging

There could not be a more exciting time to be involved in the food packaging industry. It feels like every day brings some new and innovative way to package the foods we eat. In order to bring today's hi-tech packaging designs into production and to the consumer, there are a few things that you must have. This blog will not only highlight those "must-haves" but also shine a light on how

Sierra Coating Technologies offers them to our c...



## High-Quality Facility

It goes without saying that to produce a high-quality product you need a high-quality facility. In the food packaging industry, that means one thing, Good Manufacturing Practice or GMP for short. These general guidelines include making sure your facility:

- Is of suitable size, design, and construction
- Is clean and cleanable
- Has the right equipment with right personnel trained and experienced to run it
- Offers proper labeling, record keeping, and lab controls



Located in Green Bay, Wisconsin - Operations: **920-983-8000** Sales: **920-983-8008**

---

<https://www.sierracoating.com/blog/category/innovative-food-packaging/> > Page: 8

## Raw Material Standards

While GMP is more of a suggestion than a regulation, when it comes to the raw materials you use, FDA guidelines are set in stone. No matter the type of food you are dealing with, whether it is fatty foods, meats, or dry foods, you need the perfect raw materials to meet the exacting FDA food packaging standards. If you don't have access to these materials and a staff capable of understanding the intricacies of the FDA standards, you cannot be a successful food packager.

The next time you choose a coating company for an important food-packaging job, make sure they can offer you a facility that meets GMP guidelines, understands FDA regulations and requirements, and a staff that can get the job done right. At Sierra Coating Technologies, we can offer you all of the above, and more.