



During a recent visit to India, a patented innovation was encountered that should be of interest to all suppliers and users of pizza boxes. It makes ingenious use of the structure of corrugated board to ventilate the box while retaining heat of the contents effectively.

CRUSTY FUTURE FOR PIZZA BOXES?

A report by
Tony Pinnington.

Vinay Mehta is the owner of Shree Krishna Packaging (manufacturer of industrial packaging) and ReproScan (digital printing studio) in Mumbai. He has over 30 years of experience in the printing and packaging businesses. He says it was a source of shame to him how a perfectly well made, fresh pizza could become soggy in even the short time it was boxed for transit from the oven to the household from which it was ordered. He simply had to take on the challenge as a box maker to resolve this problem, while the pizza manufacturers tried to address it from their end. So he embarked on a mission to improve the

home eating experience for millions of pizza lovers.

Tests carried out by Mr Mehta proved that condensation occurs all round, above and below the enclosed food. Simply die-cutting ventilation holes could not provide a solution as it would accelerate cooling and reduce hygiene protection of the contents as well as opening up the possibility of leakage. Thus began a lengthy research and development project which resulted in the invention of the VENTIT box. Held up to the light, it is totally opaque, yet if steam is generated within the closed box, it can clearly be seen escaping.

As with so many good ideas, the concept, once realised, is quite simple. The single face and outside liner are die cut with ventilation holes that do not come close to coinciding with each other when laminated into three ply single wall board. Steam can escape, while heat is largely retained in the flute channel, thus reducing condensation here and within the box chamber. Additionally, the amount of steam to be released can be controlled by modifying the size of the ventilation cut-outs as well as flute selection.

temperature inside. The result is more oven fresh food and a better overall eating experience.

■ No fear of contamination – as the box is fully enclosed. Food should not spill out as even light cannot pass through the box.

■ Insulation - steam and heat remain trapped within the flute channel, resulting in better retention of heat inside the box and its contents.

■ Marketability – the VENTIT box offers a great advertising tool through TV and print media. Innovative graphical

ventilation cut-outs of the box can be creatively used in different shapes and sizes.

■ Cost-effective solution – since no additional material is needed to manufacture the VENTIT box, there is a minimal effect on cost.

■ Multiple uses - with applications in industries like convenience food, poultry, industrial goods, horticulture, floriculture, architecture and agriculture, VENTIT offers a cost effective breathing solution for the packaging industry.

The VENTIT box has been patented



The principle could of course apply to any solid or semi-solid content. In the case of the pizza, a single face disc could be used below the pizza with the open flutes in contact with the base of the pizza to enhance these properties. Imaginative use of the die-cutting pattern on the outside liner can add interest and attraction to the box decoration. Given sufficient quantity production, in-line die-cutting of both liners on the corrugator could be envisaged. Key features of the VENTIT box are as follows:

■ Ventilation – provided above, below and around the food, eliminating steam condensation while maintaining the

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world-wide and has received the World Star 2008, Asia Star 2008 and India Star 2008 packaging awards as well.

The VENTIT concept is now available for licensing (www.ventit.in).