

CRYOVAC[®]
BRAND FOOD PACKAGING

Rethinking
Food
Packaging?

Think
Shrink Bags.

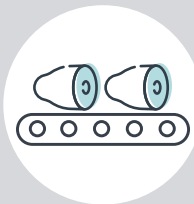


The background image shows a roll of CRYOVAC Brand food packaging material on the left and a shrink bag containing meat on the right. The rollstock is labeled 'CRYOVAC BRAND FOOD PACKAGING' and 'CRYOVAC® Brand Recycle-Ready Medium and High Abuse Shrinkable Rollstock'. The shrink bag is labeled 'CRYOVAC® Brand Recycle-Ready Medium and High Abuse Shrink Bag' and features an image of meat with the text 'Reduced Food Waste' and 'SEE' in a circular logo.

4 reasons why shrink bags offer more performance than you think.

Sealed Air's CRYOVAC® brand shrink bags are **trusted by leading food companies** right across the UK and Europe. They are used to package a wide variety of different foods including fresh red meat, smoked and processed meats and cheese.

The 4 reasons why forward-thinking food companies choose shrink bags is because they:



1. Enhance operational efficiencies

Shrink bags and automation go together perfectly. Systems can **streamline product flows**, increase packaging speeds, handle larger volumes and eliminate manual errors caused by repetitive processes and fatigue.



2. Improve food safety

An excellent shrink bag barrier protects food against oxygen and potential contaminants. This **extends shelf life and helps keep food safe** from physical, chemical and microbiological spoilage.



3. Build brands and boost sales

A close fitting shrink bag with a high-gloss finish and no haze or condensation **helps to boost the appearance and appeal** of food. It's packaging that can really influence purchasing.



4. Reduce environmental impact

CRYOVAC® brand shrink bags can use **50% less plastic** than thermoformable packaging alternatives. By also extending shelf life, the excellent shrink bag barrier helps to minimise food waste.

Reason #1: Enhance operational efficiencies

CRYOVAC® brand shrink bags can run on both fully automated and semi-automated packaging lines to deliver better **Performance, Productivity** and **Profitability**.



PERFORMANCE

Shrink bag dispensers and loaders perfectly position bags for an optimum fit. They create the ultimate finished product, while reducing the number of human touchpoints to enhance overall hygiene. Food quality and safety standards are improved to cut the costs of waste.

PRODUCTIVITY

CRYOVAC® brand shrink bag systems are compatible with a range of different bag sizes, enabling more seamless switching and minimal downtime during changeovers. Systems can package at speeds of 30 products per minute, compared to 16 per minute on a similar, small proteins thermoforming line. Product flows are simplified and streamlined to deliver speed, accuracy and zero defects.

PROFITABILITY

As well as optimising operating costs, systems can help address the challenges of labour scarcity. Further savings and healthier margins can be achieved through less packaging material, lower levels of food waste caused by spoilage and short shelf lives, and lower capital investment in equipment.

Reason #2: Improve food safety

As heat is applied during the shrink vacuum packaging process, the shrink bag closely wraps around the food product and is then heat sealed. A protective barrier is formed, sealing in freshness and locking out risky contaminants.

Although thermoforming packaging uses a similar process, heating causes the packaging material to become thinner. With shrink bags, the material becomes thicker, which is why CRYOVAC® brand shrink bags are an **Excellent, Durable** and **Strong** choice.

EXCELLENT

The shrink bag barrier has been specifically developed to protect food integrity. By keeping out oxygen, the barrier prevents discolouration of meat, degradation of vitamins and lipids, dehydration of proteins and loss of nutritional value.

DURABLE

Food safety is further improved, as the barrier shrink bag is extremely abuse resistant. This prevents rips and punctures to reduce the risk of external moisture spoiling food. It also helps protect against contaminants such as bacteria, mould, yeasts and viruses.

STRONG

Robust and reliable heated seals complete the security of packs. They help prevent leaks to prevent the threat of cross contamination with other food products often stored close by in supermarkets, commercial kitchens and consumers' homes.



Reason #3: **Build brands and boost sales**

If food doesn't look perfect, it's likely to be left unsold in supermarkets, rejected during supply chains and thrown in waste in commercial kitchens.

Shrink bags can overcome these expensive challenges.



PRIME PROTECTION

CRYOVAC® brand shrink bag barriers and strong seals help to keep food looking and tasting its best. Freshness, flavour and appearance are preserved by locking out oxygen, moisture, humidity, aromas and contaminants.

PREMIUM PRESENTATION

The anti-haze and high-gloss properties of shrink bags avoid any cloudy packaging that could cause customers to be dubious about quality and safety. Shrink bags deliver clear and optimum presentation to enhance appearance and appeal that encourages sales.

PERFECT FIT

Shrink vacuum technology combines with the accurate positioning of bags to create a skin-tight pack. This eliminates excessive packaging and any customer concerns about material wastage to strengthen purchase intent.

Reason #4: Reduce environmental impact



Shrink bags can improve resourcefulness by reducing overall levels of waste.

They achieve this in two ways.

REDUCED MATERIAL USAGE

High-tech generation vacuum CRYOVAC® brand shrink bags are designed to have a lower material weight. Multi-layer material technology delivers outstanding shrink properties, meaning less packaging material is used, whilst still providing an excellent barrier and abuse resistance.

In some cases, opting for shrink bags can reduce packaging material usage by 50% in comparison to similar thermoforming packaging alternatives.

REDUCED FOOD WASTE

The food waste prevention of shrink bags goes beyond barrier protection, high abuse resistance and strong leak-proof seals.

Shrink bag barrier performance can also extend shelf life. The typical shelf life of fresh red meat packaged using CRYOVAC® brand shrink bags is between 60-90 days. The equivalent shelf life in a comparable modified atmosphere pack is around 8-10 days. Shrink bags keep food fresher for longer, prolonging sales opportunities and reducing waste.

LEARN MORE [HERE](#)

If four reasons aren't enough to think shrink bags...
...here's a **FIFTH REASON** why shrink bags are an easy choice to make.

CRYOVAC® brand shrink bags are
EASY TO OPEN

Although they are heat sealed to be strong and absolutely leak proof, the technology means shrink bags don't require scissors or knives to open them.

They tear open quickly and easily, as any excellent food packaging should.



Safe

No sharp objects needed.

Shrink bags are:



Clean

No spills.



Customer friendly

No frustration.

Customers like the fact that shrink bags are mess and fuss-free.

It saves them time when preparing their meals.



A strong choice of shrink bag automation solutions

Sealed Air's CRYOVAC® brand is renowned for helping food operators enhance operational efficiencies, improve food safety, boost brands and sales, and reduce environmental impact. An extensive range of shrink bag systems and packaging solutions could deliver the same benefits for your business.

You could choose from:



CRYOVAC® brand VS95TS-BC

A system featuring a bag loader, vacuum chamber and shrink tunnel that's suitable for a wide range of fresh red meat, smoked and processed meats and cheese.



CRYOVAC® brand VS9X

An automatic belt vacuum packaging system with a longer sealing bar for packaging larger portions of fresh red meat, smoked and processed meats and cheese.



CRYOVAC® brand VS2X

A semi-automatic belt vacuum packaging system that's ideal for low-to-medium volume outputs.

CRYOVAC[®]

BRAND FOOD PACKAGING



For more information please visit:

www.sealedair.com