

CRYOVAC®

BRAND FOOD PACKAGING

Side-End-Seal (SES) Overwrap Film

CRYOVAC® brand SES is a thin overwrap film with high abuse resistance, providing skin-tight presentation throughout distribution. This virtually leak-proof package is also available with 30% recycled content.



BENEFITS



Operational Efficiency

- Engineered to perform on a wide range of horizontal form-fill-seal equipment with easy changeover
- Allows for process flexibility by adapting to a brand range of tray shapes and sizes with minimal effort



Product Integrity

- Provides superior protection against puncture and abrasion
- Seals effectively through a wide range of product contamination
- Minimize cross contamination risk with a virtually leak-proof package



Brand Experience

- Maintain product appealing (protrusion) for better merchandising on shelf
- Optimal presentation due to skintight film and excellent shrink
- Drive brand loyalty and sales with consistent packaging performance
- Maintains optimum taste, moisture, freshness and texture to ensure consumers have a consistent eating experience
- Printable in up to 10 color process print offers excellent branding, differentiation and communication opportunities

CHALLENGES

Retailers today are feeling the pressure to provide packaging options that reduce environmental impact. In fact, 75% of consumers worldwide now believe that living a sustainable lifestyle is important to creating a feeling of wellbeing and 66% of them are willing to pay more for products from brands committed to environmentally friendly practices*. Now more than ever, offering consumers sustainable packaging has become critical to your success.

*2015 Nielsen Global Corporate Sustainability Report

SOLUTION

CRYOVAC® brand SES is a thin overwrap shrink film with high abuse resistance, providing a skin-tight presentation throughout distribution. Designed to run on traditional horizontal end-seal equipment, this technology produces three high-integrity seals for a virtually leak-proof package. Additionally, the use of end-seals creates a larger print surface area, allowing processors greater flexibility in packaging design.

Available with 30% post-consumer recycled (PCR) content and compatible with CRYOVAC® brand preformed overwrap trays. These trays are available in an assortment of recyclable or PCR configurations, for an increased sustainable solution.

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SUSTAINABILITY

Sustainable total packaging options available:

- Available with 30% post-consumer recycled (PCR) content for additional sustainable benefits
- Curbside Recyclable* CRYOVAC® brand preformed Overwrap trays available with a RIC 1 - PET**
- These trays are approved to carry the How 2 Recycle (H2R) logo

MATERIAL

- Multi-layered, coextruded non-barrier film
- Available in plain or printed options
- High abuse option available
- Anti-fog option available
- Compatible with **CRYOVAC® brand Preformed Overwrap Trays**

EQUIPMENT

- Runs on existing overwrap equipment, requiring no additional capital costs

APPLICATIONS

- Case ready and e-Commerce
- Ideal for a variety of fresh and frozen applications such as poultry, fresh red meats, marinated meats, and alternative proteins



Shown: Chicken Breasts w/ 30% PCR Content SES Film



Shown: Chicken Thighs w/ Regular SES Film

* Check Locally. H2R Label does not apply to trays which contain carbon black.

** RIC: Stands for Resin Identification Code. For example, RIC 1 represents PET material