

**CRYOVAC**<sup>®</sup>  
BRAND FOOD PACKAGING

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**CRYOVAC**<sup>®</sup>  
**Brand Darfresh**<sup>®</sup>  
**Food Packaging**



# THE CRYOVAC® BRAND DARFRESH® SOLUTIONS POSITIONING

Increased attention to sustainability is refocusing your business priorities towards waste management and minimising resources. You are challenged to reduce your plastics footprint, address food waste issues and extend your products' shelf life. At the same time, you are obliged to optimise your costs and manage your bottom line.

Now, more than ever, you need break-through solutions that will meet these demands across all value chains and benefit your operations. Innovative packaging can be your important ally in achieving your sustainability and operational goals

## CIRCULAR PACKAGING SOLUTIONS

Over the last few decades almost every aspect of food production has changed to ensure more effective resource use and product protection. Sealed Air has been committed to helping you produce a sustainable, safe and nutritious food chain. With innovative solutions like CRYOVAC® brand Darfresh® packaging solutions, Sealed Air and its strategic partners – G. Mondini S.p.A and Ulma Packaging – are helping you stay at the forefront of a marketplace where driving sustainability across the distribution cycle has become an increasingly important objective.

CRYOVAC® brand Darfresh® packaging solutions provide you with a multitude of benefits including supporting the reduction of total amount of plastic, while also saving material cost. The innovative films create packaging that completely surrounds the product, preserving its colour, flavour and integrity which extend shelf life thus reducing food waste.







## Industry Segment Benefits



### PROCESSOR

Offering sustainable solutions is considered not only an imperative but also a good business and gives you the opportunity to influence responsible behaviour throughout your value chain.

The CRYOVAC® brand Darfresh® solutions help you not only to reduce potential leakers, but also improves your environmental profile with recycled, post-consumer PET content and innovative recyclable materials.



### RETAILER

Today, European shoppers are more concerned about environment, food waste, quality and safety than they have ever been. This presents you with an opportunity to address their concerns through innovative packaging solutions while also achieving your operational goals and improving profitability. In addition, CRYOVAC® brand Darfresh® solutions offer you significant cost savings by reducing markdowns, spoilage, waste and labour costs for repackaging.



### E-COMMERCE

This primary thermoforming vacuum skin packaging provides an excellent barrier to oxygen, seals-in freshness and prevents leaks, meaning it is convenient for consumers to put fish or meat straight in their fridges and freezers, without the worry of odours or juices affecting other foods. This also prevents cross-contamination of different foods in the same box during delivery and significantly extends shelf-life. It ensures foods arrive with consumers in prime condition and any risk of food waste caused by spoilage is minimized.

# Sustainable packaging that reduces the amount of plastic and food waste

The CRYOVAC® brand Darfresh® packaging solutions provide a variety of sustainability benefits for processors, retailers, and consumers alike.

## WHEN CRYOVAC® BRAND DARFRESH® ROLLSTOCK IS USED



### RECYCLABILITY

# Min. 30%

of recycled post-consumer PET used in bottom webs. MEB Darfresh bottom webs are designed for recycling - DBE is RIC1 contribute to a circular economy drivers and can help enhance your sustainability profile\*



### REDUCED PLASTIC

# 25%

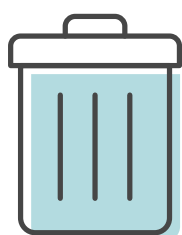
Less plastic used vs. market standard packaging (skin or skin with pre-made trays) thanks to thinner top and bottom webs



### REDUCED FOOTPRINT

# 60%

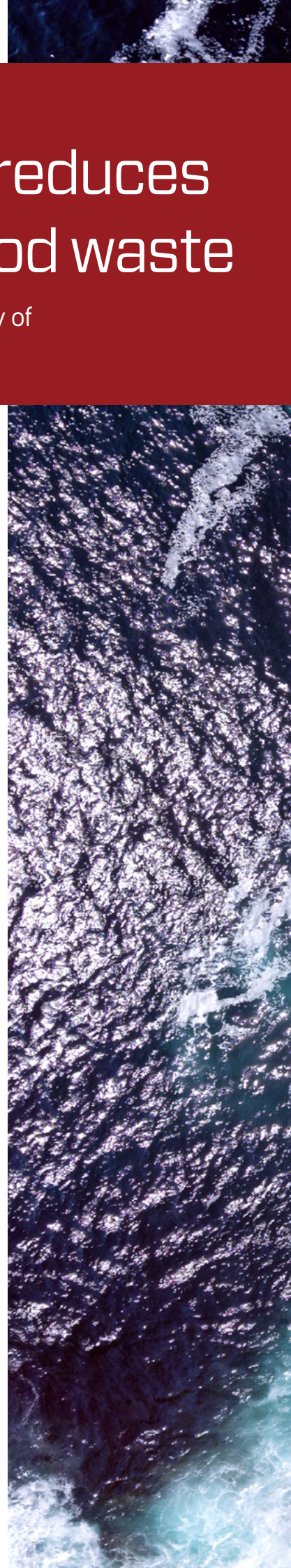
Reduced carbon footprint with less packaging used vs. skin with pre-made trays



### REDUCED WASTE

# 50%

Less food wasted due to no product discolouration and longer shelf-life vs. MAP (doubled for fresh meat)





## WHEN CRYOVAC® BRAND DARFRESH® ON TRAY IS USED



### REDUCED PLASTIC

40%

Less top web film  
vs. traditional skin  
pack machines

0%

No scrap  
no skeleton film waste;  
100% of film used



### RECYCLABILITY

Packaging system and top  
webs designed for sealing onto  
mono material trays  
(PP - APET), with recycled  
content\*



### REDUCED FOOD WASTE

50%

Less food wasted  
due to no product discolouration and  
longer shelf-life vs. MAP



### REDUCED FOOTPRINT

50%

Reduced carbon footprint  
With no top web scrap vs. skin and  
reduced food waste vs. MAP



The wide array of CRYOVAC® brand Darfresh® solutions for processors, retailers, e-commerce, food service operators and consumers helps you become merchandising market leaders, attaining packaging and branding standards other brands emulate.



### BRAND EXPERIENCE

Enhance your sustainability profile with materials designed for recycling and containing recycled PET

Diversify your business and meet the needs of the omnichannel sales, through your pack's outstanding performance

Move your products to a premium segment with the glossy, high quality look and proteins' full integrity under tight vacuum

Extend your product offer with microwaveable convenience food



### OPERATIONAL EFFICIENCY

Streamline your packaging process, making it faster and more efficient – saving you time, cost and materials

Schedule your production with more flexibility, as result of extended shelf life



### PACKAGE OPTIMISATION

Reduce your cost of logistics and storage with thinner materials and less bulky packs, compared to Modified Atmosphere Packaging



### PRODUCT INTEGRITY

Minimise waste and save money by keeping your product's freshness and integrity for longer, with a high oxygen barrier and no visible drip over time

Retain your pack integrity during transportation and handling

Minimise cross-contamination of your products thanks to leak-proof packaging

Keep your products fresher for longer, reducing spoilage

# CRYOVAC® BRAND DARFRESH® SOLUTIONS



## CRYOVAC® brand Darfresh® for rigid and other supports

## CRYOVAC® brand Darfresh® for rollstock

	CRYOVAC® brand Darfresh® on Tray	CRYOVAC® brand Darfresh® rollstock <i>(reduced scrap technology)</i>	CRYOVAC® brand Darfresh® rollstock
Process	Vacuum skin packaging system based on the Darfresh valve vacuum sealing technology	Thermoforming vacuum skin packaging based on Darfresh valve vacuum sealing technology	Thermoforming vacuum skin packaging based on standard Darfresh technology
Application	Fresh and frozen red meat, poultry, smoked and processed meat, fish, seafood, cheese and lightly marinated food		Fresh and frozen red meat, meat, poultry, smoked and processed meat, fish, seafood, cheese, ready meals
Convenience <small>Application with Cryovac Simple Steps MW*</small>	lightly marinated food only - chilled and frozen	lightly marinated food only	chilled and frozen ready meals
Reduced Risk of Cross-contamination	●	●	●
No Drip Over Time	●	●	●
100% Film Use, Zero Scrap	●	-	-
Film Savings, Scrap Reduction	● up to 40% less vs. tray skin	● 40% reduced scrap vs. standard rollstock	-
Higher Output	● up to +40% vs. tray skin	● up to 15% vs. other rollstock solutions	-
Energy & Logistic Costs reduction <small>(Associated to speed)</small>	● vs. tray skin	● vs. standard rollstock	●
Sealed-in Freshness	●	●	●
Vertical display	●	●	●
Suitable for Microwave	● With mono-PP and mono-PET Trays and lightly marinated food	●	●
Suitable for Traditional Oven	● With mono C-PET trays and lightly marinated food**	● Cryovac® Oven Ease® range	● Cryovac® Oven Ease® range

\*Microwaveable

\*\*Need to peel-off the top before placing C-PET tray in the oven MW





# Sealed Air®

We are in the business to protect,  
to solve critical packaging  
challenges, and to leave the world  
better than we found it.



## CRYOVAC®

BRAND FOOD PACKAGING

[www.sealedair.com](http://www.sealedair.com)

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