

Plant-based Semi-rigid Rollstock

Sealed Air and Kuraray America, Inc. are working together to offer packaging solutions that protect food while leaving a smaller impact on the environment. This innovative food packaging solution uses less traditional plastic by securing a core of plant-based material between layers of PET or recycled PET.

BENEFITS



Operational Efficiency

- Proven to be compatible with most, existing vacuum packaging equipment to help you change to a more sustainable option with ease and efficiency.



Product Integrity

- Protect shelf-life and reduce food spoilage and waste



Brand Experience

- Prevent food waste and leave a smaller environmental footprint by reducing packaging impact
- Offer consumers the fresh food products they expect in efficient, sustainable packaging
- Have a competitive advantage and grow your reputation to consumers



CHALLENGE

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.

SOLUTION

This semi-rigid rollstock combines plant-based, renewable materials with PET or recycled PET to create packaging structures that offer advanced barrier protection while reducing use of traditional plastic. In addition, this plant-based carrier is designed for recycling** with a RIC 1 - PET***.



Shown: Alternative Protein

Plant-based Semi-rigid Rollstock



Shown: Snack Pack



Shown: Fresh Pasta



Shown: Smoked & Processed Meat

SUSTAINABILITY

- Designed for Recycling** bottom carrier - RIC 1 - PET.
- Reduces carbon footprint by using up to 90% plant-based and recycled content
- Reduces use of traditional plastic by replacing virgin materials with plant-based polymer and recycled PET.

MATERIAL

- Compatible with existing CRYOVAC® brand top webs
- Can be used with CRYOVAC® brand Darfresh® vacuum skin packaging (VSP) top films
- Top webs are available in range of gauges with lock-down or easy-open features
- Semi-rigid carrier available in clear, transparent blue, opaque white and opaque black

EQUIPMENT

- Runs on a variety of traditional rollstock, thermoforming, and vacuum skin packaging equipment

APPLICATIONS

- Case ready and e-Commerce
- Rollstock and VSP solutions for fresh red meat, smoked & processed meats, poultry, alternative protein and fresh pasta

*** Degree of recyclability will vary depending on scope and availability of collection and recycling programs*



Shown: Fresh red meat with Plant-Based Rollstock with RPET

The unique, innovative structure of this sustainable food packaging rollstock features a core of Plantastic® plant-based polymer surrounded by a layer of PET or recycled PET.

*Plantastic is a trademark of Kuraray, Inc, used by permission.