

# CRYOVAC®

BRAND FOOD PACKAGING

## Darfresh® Film

CRYOVAC® brand Darfresh® film is ideal for a variety of merchandising presentations because of its excellent optics and high or low oxygen-barrier properties. This vacuum skin film preserves the color, flavor and integrity of the product it envelops and is available in an assortment of packaging configurations.



## BENEFITS



### Operational Efficiency

- Compatible with multiple packaging substrates, including semi-rigid or flexible forming webs, or pre-made trays
- Efficiently package protein products of assorted sizes, portions and quantities
- Achieve better utilization of shelf, shipping and storage space
- Helps reduce off-line leakers and rework as a result of improved sealing capabilities



### Product Integrity

- Minimize spoilage by having a tight vacuum skin film with a high oxygen barrier
- Reduce risk of cross contamination with a leak-proof hermetic seal
- Extend shelf-life, maintain freshness and reduce food waste with exceptional barrier and seal integrity
- Protect against freezer burn with tight vacuum skin film
- Available in a range of barrier to non barrier films to help protect and extend product life.



### Brand Experience

- Support sales with striking 3D presentation  
Leverage printing and design opportunities
- Vertically merchandise with no product movement
- Easy-open feature available for added consumer convenience

## CHALLENGE

With today's hectic and ever-changing lifestyle, consumer needs have shifted to convenient and transparent packaging. In fact, 38% of consumers state that the ability to see the contents in a package would drive them to purchase one product over another. As a result, having enticing food packaging is now more important than ever.

## SOLUTION

CRYOVAC® brand Darfresh® vacuum skin packaging combines a clear, highly formable top film with your choice of bottom carrier in an assortment of sizes and substrate options to customize your offering. In addition, this innovative packaging solution allows you to position your product as premium, while giving your consumers the transparency and convenience they're looking for.

Increased sustainable finished package options available when combined with our **plant-based rollstock**, our **Darfresh® on Board** solution that is curbside recyclable or our **Darfresh® on tray** which uses our preformed VSP Trays. These trays are available in recyclable configurations as well as with post consumer recycled content.



Shown: Beef/Plant Based Semi-Rigid Rollstock



Shown: Hard Cheeses/  
on paperboard



## SUSTAINABILITY

Sustainable packaging options available with a variety of carriers:

- CRYOVAC® brand Plant-Based Semi-Rigid Rollstock is designed for recycling\* with a RIC 1 - PET\*\*\*
- Curbside recyclable\*\* CRYOVAC® brand preformed VSP trays available with a RIC 5 - PP\*\*\*. These trays are approved to carry the How 2 Recycle (H2R) logo
- CRYOVAC® brand preformed VSP tray configurations also available with post consumer recycled (PCR) content
- CRYOVAC® brand Darfresh® on Board paperboard is curbside recyclable\*\*\*\*



Shown: Chicken Breast/  
Semi-rigid Clear Bottom Web

## MATERIAL

- Darfresh® Vacuum Skin Packaging (VSP) top films
- Available in a range of gauges and permeabilities
- Compatible with a variety of packaging substrates (preformed rigid trays, cardboard, flexible and semi-rigid bottom webs)



Shown: Salmon/Rigid Black Tray  
with PCR content

## EQUIPMENT

- Runs on a variety of tray/skin and VSP rollstock equipment

## APPLICATIONS

- Case ready and e-Commerce
- Fresh red meat, poultry, seafood, cheese and smoked and processed meats and alternative protein



Shown: Smoked & Processed Meat/  
Semi-Rigid Clear Tray

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

\*\* Check Locally

\*\*\* RIC: Stands for Resin Identification Code. For Example: RIC 1 represents PET material and RIC 5 represents PP material

\*\*\*\* Remove film from paperboard before recycling

