

CRYOVAC®

BRAND FOOD PACKAGING

Darfresh® on Board

CRYOVAC® Brand Darfresh® on Board is a new packaging solution that is set to revolutionize the presentation of the protein market at retail. Developed in partnership with G.Mondini S.p.A, this zero scrap packaging system combines cardboard flat support with vacuum skin technology. Helping you enhance your brand presence and differentiating your product on shelf.



BENEFITS



Operational Efficiency

- Optimize your transportation and storage costs with reduced pack size vs MAP
- Eliminate up to 40% of top film with zero scrap technology



Product Integrity

- Reduce risk of cross contamination with a leak-proof hermetic seal
- Minimize spoilage by having a tight vacuum skin film with a high oxygen barrier
- Improve shelf life by removing oxygen and sealing in freshness (for FRM up to 21+ Days, for Poultry up to 14+ days)



Brand Experience

- Support sales with striking 3D presentation and premium look
- Leverage 2-sided easy-to-read printing capabilities and design opportunities
- Vertically merchandise with no product movement
- Easy-open feature available for added consumer convenience
- Tamper evident and freezer ready packaging

CHALLENGE

Today, standing out requires a clear and obvious difference. Often, packaging is the only thing that can help differentiate your product on shelf and when 33% of consumer purchases are based solely on packaging, having a solution that helps you stand out from the rest is of the utmost importance.

SOLUTION

CRYOVAC® brand Darfresh® on board combines a clear, highly formable top film with a cardboard bottom carrier that lets you leverage 2-sided printing capabilities, allowing you to promote your brand while positioning your product as premium.

This case ready package is also curbside recyclable, making it the ideal sustainable solution to appeal to consumers.



Shown: Fresh Red Meat

Darfresh® on Board

SUSTAINABILITY

- Eliminates film scrap and helps reduce food waste
- CRYOVAC® brand Darfresh® on Board paperboard is curbside recyclable*

MATERIAL

- Darfresh® vacuum skin packaging (VSP) top films
- Variety of cardboard bottom carriers available depending on application

EQUIPMENT

- Mondini Trave platform with CRYOVAC® brand Darfresh® on Board modifications - 8 different models suitable for various needs (340, 350, 367, 384, 590XL, 1000, 1200, and 1400)

APPLICATIONS

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



Shown: Smoked & Processed Meat



Shown: Salmon



Shown: Hard Cheeses

* Remove film from paperboard before recycling