

CRYOVAC[®] Brand Darfresh[®] Rollstock

Thermoforming vacuum skin
packaging based on standard
Darfresh[®] technology



BENEFITS¹



Package Optimisation

- Reduce the amount of plastic you use by **25%** vs. market standard packaging (skin or tray skin) thanks to the new thinner top and bottom webs



Brand Experience

- Diversify your business and meet the needs of both traditional and e-commerce sales channels thanks to outstanding performance of your pack



Operational Efficiency

- Increase your production speed by **20%** compared to tray skin system
- Save material costs: **up to 40%** from scrap savings vs. standard thermoforming vacuum skin lines, and 4% total saving of material (with ULMA TFS R-scrap machine)



Product Integrity

- Double your fresh proteins shelf-life in comparison to MAP
- Seal your product safely with no juices dripping from the pack

CHALLENGE

The move towards the circular economy is driving food processors to be resource smart to meet their sustainability goals. In addition, the needs of the omnichannel business model force you to adapt your product packaging for physical stores, e-commerce channels and long-distance distribution.

SOLUTION

CRYOVAC[®] Brand Darfresh rollstock packaging solution will help you reduce the use of your plastic packaging by 25%. You can enhance your sustainability profile using materials designed for recyclability², lowering your carbon footprint and halving food waste. The high abuse, tight vacuum and safe-seal properties of your pack will make it a reliable and desired product across all value chain.

1. Based on tests carried out in Sealed Air laboratories. All facilities and systems are different, so results may vary.
2. Degree of recyclability of the final package depends on the specific product configuration or components intended for recycling and the scope and availability of appropriate local recycling facilities.

CRYOVAC® Brand Darfresh® Rollstock



SUSTAINABILITY

- MEB and DBE contain **minimum 30%** of post-consumer recycled PET
- MEB and DBE are **designed for recycling²** within PET recycling streams.
 - MEB is 100% PET based
 - DBE is PET-based as well
- Reduce your packaging carbon footprint³ impact **by 35%** vs. MAP due to 50% reduced food waste, downgauged rollstock bottom and reduced secondary packaging.
- Reduce food waste **by 50%** vs. MAP - due to longer shelf-life

***MINIMUM 30%
OF POST-CONSUMER
RECYCLED PET**

2. Degree of recyclability depends on the specific product configuration or components intended for recycling and the scope and availability of appropriate local recycling facilities. Tests performed in Sealed Air laboratories according to APR/PRE protocols.
3. Based on internal Sealed Air footprint evaluation. Not revised by a third party.



MATERIAL

Broadest range of top and bottom webs covering all main applications. Patented Darfresh easy-open seal technology, reclose available on TE range of topwebs with MEB bottom, print and pigmentation options available upon request.

EQUIPMENT

CRYOVAC® Brand Darfresh bottom and top webs can be used on ULMA TFS R-scrap machine (reduced scrap technology) or any other qualified thermoforming vacuum skin packaging machine.

APPLICATION

Fresh and frozen: red meat, poultry, smoked and processed meat, fish, seafood. Cheese, ready meals, meat substitutes (vegan and vegetarian based), convenience food.