



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

**It's time to  
switch your  
fresh protein  
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.



# CRYOVAC<sup>®</sup> Brand Darfresh<sup>®</sup> 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<sup>®</sup> brand Darfresh<sup>®</sup> 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.

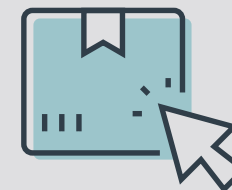
## RETAILER

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<sup>®</sup> brand Darfresh<sup>®</sup> solutions offer you significant cost savings by reducing markdowns, spoilage, waste and labour costs for repackaging.



## E-COMMERCE

This primary 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 minimised.



# Sustainable packaging that reduces the plastic usage 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



### RECYCLED CONTENT

# Min. 30%

of recycled post-consumer PET is used in DBE and MEB bottom webs

### RECYCLE-READY\*

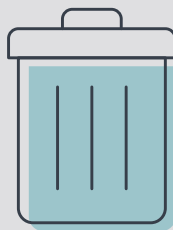
MEB and DBE bottom webs are designed for recycling within PET recycling streams. MEB is RIC1 (100% PET)



### REDUCED CARBON FOOTPRINT

# Min. 35%

reduced carbon footprint\*\* of vacuum skin packaging vs. MAP due to 50% reduced food waste, downgauged rollstock bottom and reduced secondary packaging



### REDUCED FOOD WASTE

# 50%

less food waste vs. MAP due to longer shelf-life\*\*\*



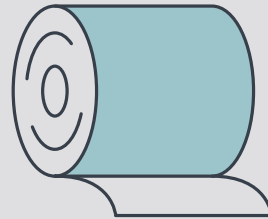
\*Degree of recyclability depends on the specific product configuration or components intended for recycling and the scope and availability of appropriate local recycling facilities.

\*\* Carbon footprint impact calculations are based on internal Sealed Air LCA

\*\*\* on average 2% food waste with MAP and 1% food waste with vacuum skin packaging for fresh red meat is reported



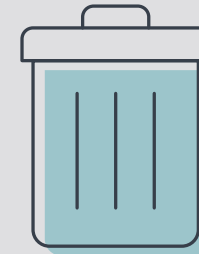
## WHEN CRYOVAC® BRAND DARFRESH® ON TRAY IS USED



**REDUCED PLASTIC USAGE AND DISPOSAL COSTS**

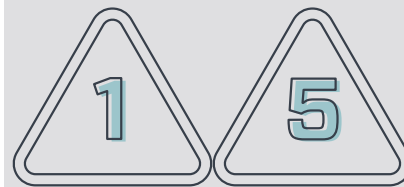
**40%\***  
Less top web film vs. traditional skin pack machines

**0%**  
No scrap  
No skeleton film waste: 100% of film used  
No scrap disposal costs



**REDUCED FOOD WASTE**

**50%\*\***  
less food waste vs. MAP due to longer shelf-life



**ENABLING THE USE OF MONO-MATERIAL BOTTOMS (PP, APET)**

**REDUCED CARBON FOOTPRINT**

**Min. 30%**

Reduced carbon footprint\*\*\* of vacuum skin packaging vs. MAP due to 50% less food waste and no top web scrap



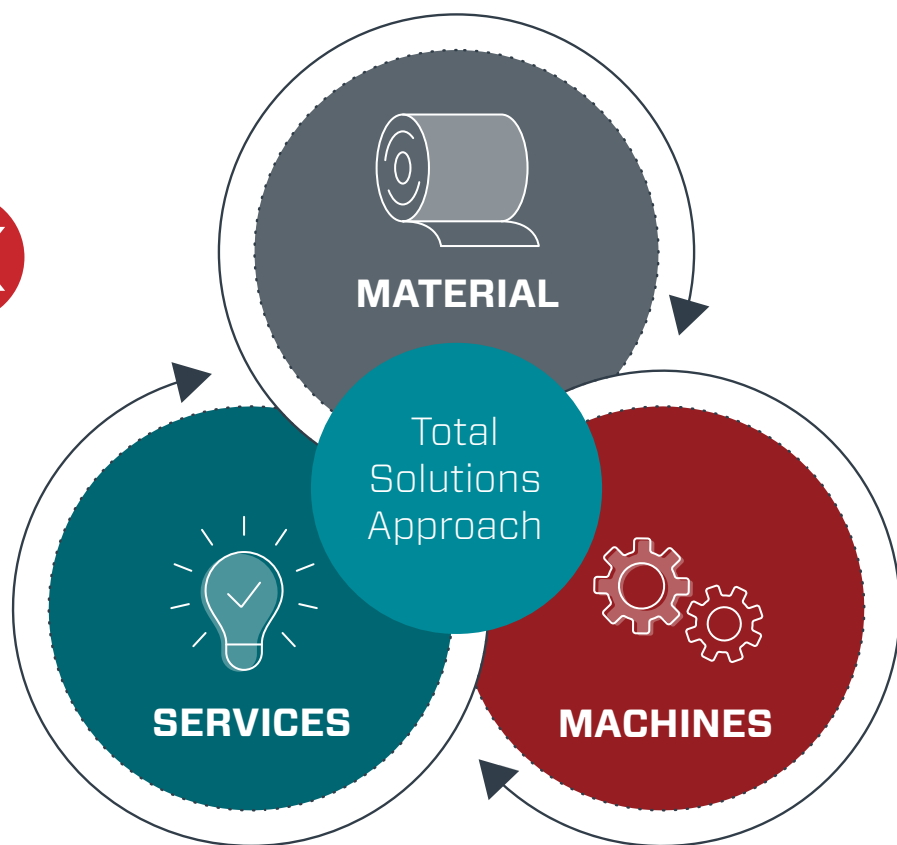
\*Average value based on different final packaging sizes and material widths

\*\*on average 2% food waste with MAP packs and 1% food waste with vacuum skin packaging for fresh red meat is reported

\*\*\* Carbon footprint impact calculations are based on internal Sealed Air LCA

Based on results achieved for Sealed Air deliverables. All facilities and systems are different, so results may vary.

# SEE how it all comes together with **CRYOVAC® Brand Darfresh®** vacuum skin packaging solutions:



## **CRYOVAC® CONSULT/AUDIT**

Through a series of visits to your facility and interviews with your operations and marketing teams, our experienced CRYOVAC® food packaging specialists help identify needs, understand your unique packaging process requirements, and define project scope.

## **SEE AUTOMATION**

SEE Automation engineers create a floor plan and equipment recommendation that meet current and future objectives with existing or new equipment. Animated 3-D models help you plan and optimise footprint and processes as well as allocation of labour.

## **EQUIPMENT PARTNERS**

Our packaging equipment partners include G. Mondini and ULMA. Working closely with both, we develop packaging solutions that can fit in any operation, including equipment that can produce a variety of formats as well as help you scale up or down, as needed.

## **SEALED AIR TECHNICAL SERVICE**

A hallmark of working with Sealed Air, our well-trained, experienced field service technicians are available to consult, diagnose and perform preventive maintenance or service as needed. Advance Maintenance Program and service plans are available to help minimise your cost, maximise yield, and limit unplanned downtime.

## **CRYOVAC® CRE8 DESIGN**

With in-depth knowledge of materials, printing, and the packaging process, CRYOVAC® Cre8 teams present designs and prototypes to help you optimise materials, elevate performance, and create stand-out graphics. Available to work with your in-house or third-party creative teams.

# CRYOVAC<sup>®</sup>

BRAND FOOD PACKAGING



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

**To learn more, visit us at:  
[www.sealedair.com](http://www.sealedair.com)**