

CRYOVAC PLUS

Cryovac is a customer-driven company: your needs, your goals shape all our efforts. They are at the heart of every product, every machine or system we create. Your quality expectations, too, explain the exceptional quality of Cryovac people – our specialists in research and development, the experts in marketing and sales, the technicians who ensure installation support and maintenance. Some 10,500 people across the world, dedicated to your satisfaction. They guarantee the service and dependability, the close partnership you must have to meet today's growing challenges.

Your local CRYOVAC representative will gladly give you full information.

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CRYOVAC
Sealed Air Corporation

EASY OPENING

CRYOVAC
Quality
Shrink Bag
outstanding presentation

SmartPak[®]
CRYOVAC

The Smart way to more Appetite Appeal.

SmartPak: an innovative approach

Cryovac has the answer to your needs – in fact, many answers. All different, but all based on Cryovac’s innovative SmartPak system. SmartPak is the new generation of convenience packaging solutions by Cryovac. We provide cheesemakers and retailers with not just one, but all the elements they need to produce consumer units with unique Appetite Appeal. This includes crystal-clear Cryovac films, bags and laminates, high quality trays, attractive designs, advanced equipment, long-term technical support. And each element is part of a perfectly matched system, designed for extended shelf-life, superior hygiene and traceability.



The Changers

For nearly half a century, Cryovac

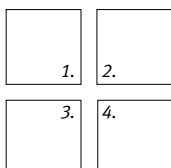
has led the sweeping changes in cheese processing and packaging, for both Industrial and Consumer Units. Such Cryovac breakthroughs as in-the-bag curing, easy-opening shrink bags, thin shrink films for surface-moulded soft cheeses, cure-in/ship-in bags, have revolutionized the way cheeses are made, distributed and marketed

throughout the world. ■ These innovations were created in our laboratories, but the inspiration has come from our partners in the field – from the dairies, factories and retail stores where changes in the cheese industry are born. Cryovac keeps a close watch on consumer trends and customer needs, often anticipating, always



responding. ■ As a global operation that “thinks local” we stay abreast of geographical differences in consumer preferences and distribution patterns. Among them: new local uses for cheese, (in toppings and pizzas, for example), the move away from home meals, a growing preference for “natural foods”, retail changes such as the spread of deli-counters self-service offer. Major shifts such as these, in the many markets we serve, guide our endeavours.

■ Over the years, this hands-on approach has created a steady stream of innovative packaging systems, providing optimal protection and cost effectiveness. Grouped under the Cryovac SmartPak systems “umbrella”, they ensure maximum Appetite Appeal and profitability for every type or shape of cheese.



1. Barrier shrink bag with easy opening
2. Shrink film with easy opening
3. Printed lidding system
4. Printed non-shrinkable barrier laminate



Cryovac SmartPak systems

Cryovac provides the industry's widest array of advanced cheese packaging systems. This unmatched choice, backed by the Cryovac name, is your assurance that any system we recommend will fit your needs exactly.

Short-to-medium shelf-life

CJ55 system: HFFS equipment for shrink packaging of all types of freshly cut cheese chunks, wedges or slices for the deli-counter and/or premium shelf-service offer.

- CRYOVAC BDF® 400, thin multilayer barrier polyolefin shrink film in an MAP environment that assures superior product presentation and preservation, plus high Appetite Appeal.
- Cryovac FMD, thin multilayer polyolefin film.

Medium shelf-life

Ross Cryovac lidding vacuum and MAP full system for slices, soft cheeses and cheeses in brine. Provides optimal preservation, back-store type presentation, brand identification.

- Cryovac barrier foam tray and Cryovac LID 1050 barrier, anti-fog shrink film with high consumer appeal.

Hayssen Cryovac full system: latest generation of FFS MAP equipment and laminates. HC10 HFFS MAP machine for hard, semi-hard and

processed chunks, wedges and slices. HC40, HC50 VFFS MAP machines for grated and shredded cheese or cubes.

Flow-packing systems offering differentiation, excellent product preservation, easy opening and closing convenience, eye-catching presentation.

- Cryovac EOM and Cryovac POM non-shrinkable barrier laminates.

Long shelf-life

Cryovac bag lines for vacuum packaging of chunks in shrink bags.

Benefits include in-bag curing, excellent presentation, branding possibilities, high abuse resistance, easy-open convenience.

- BBxxx, O₂ barrier, chlorine-free, soft shrink bags.
- BkxL, CO₂ permeable, chlorine-free, soft shrink bags.

Darfresh® vacuum skin packaging system with semi-rigid bottom and vacuum lidding producing a striking second-skin effect for non-gassing chunks and slices. Ideal for differentiation of premium cheese products. Strong eye appeal, optimal product preservation.

- Cryovac TC, TL, TS, TH flexible top webs assure excellent barrier, transparency, superior security and seal integrity.



Cryovac CJ55 system