

 **Sealed Air**

**CRYOVAC<sup>®</sup>**

Food Packaging Systems

What makes Cryovac<sup>®</sup> Darfresh<sup>®</sup> Bloom the best new way to bring fresh meat products to retail? Well you know what they say about two being better than one. And that's exactly what Darfresh Bloom is – the ultimate combination of two proven case-ready technologies: vacuum skin sealing and modified atmosphere packaging. The vacuum skin packaging hermetically seals its contents, reducing purge, encouraging meat maturation and offering opportunities for vertical display. And the MAP benefits – bright product color, prolonged shelf life and a flat lid stock surface for printing – are all there too. Or should we say, two. So check out what 30 years of vacuum skin packaging expertise has produced: Darfresh<sup>®</sup> Bloom.

**AS PACKAGING GOES, THIS IS HOLY MATRIMONY.**

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## Unique Darfresh® Bloom Features

- No preformed pocket – the product becomes the forming die, ideal for irregularly shaped items
- Film wrinkles are virtually eliminated – each package is finished to a smooth, skin-tight fit
- Same prolonged freshness and shelf life as standard tray-lid MAP packs
- Wide range of choices in both top and bottom forming webs
- Excellent optics, high or low oxygen-barrier properties and optional easy-open features
- Runs on existing vacuum skin packaging systems

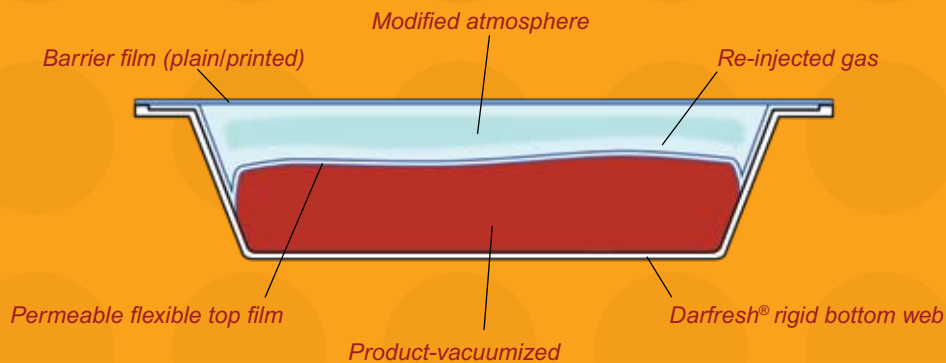
## Benefits of Darfresh® Bloom

- Preserves the color, flavor and integrity of the product
- Reduced headspace offers optimal pack size – more profitable logistics, reduced out-of-stocks, optimized retail shelf utilization and less waste
- Vacuum skin technology ensures leak-proof, secure pack for vertical display
- Vast printing capabilities for lidstock
- Compartment enables insertion of coupons, leaflets and other promotional materials
- Easy opening for enhanced convenience

## And that's not all.

When you choose a Cryovac® packaging system, you get more than proven and consistent automated loading and packaging equipment. You get more than state-of-the-art packaging materials like case ready and active packaging technologies, Simple Steps® easy meal prep products, and Flavour Mark™ shelf-stable pouches. And more than scientists, engineers, and applications specialists who create solutions that fit your needs, or technical service specialists to help keep you up and running.

No, a Cryovac packaging system is much more than a system. It's a total solution. And it's a committed partner.



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