

CRYOVAC®

**Grip & Tear®
Family of
Vacuum Bags**



THE GRIP & TEAR® STORY

As the function of modern-day packaging continues to evolve, so has the varying needs and expectations of the market. Today, packaging is expected to do more than simply contain, protect and preserve. Now more than ever, you need a packaging solution that helps you communicate, promote and differentiate your products on shelf. And as the obsession for time-saving and efficiency continues to grow, food packaging solutions that offer unmatched product protection, visibility, as

well as quick, easy product access can help your brand stand out while meeting the needs of consumers worldwide.

Sealed Air's Cryovac® Grip & Tear® vacuum bags provide a multitude of benefits including skin-tight shrink, optimal freshness as well as outstanding product visibility free of pleats, folds or excessively large seal areas. Grip & Tear also comes with the added convenience of an assortment of innovative easy-open solutions. This allows you to effortlessly open

the package without the use of sharp objects by simply pulling a tab, making it ideal for a variety of products. And, by eliminating the need for knives or scissors you are promoting worker and food safety by reducing the chance of injury, product damage or cross contamination. With these innovative bags, you can offer a dynamic packaging solution with 360° distortion free graphics that appeal to the senses and demands of the market.

INNOVATION

Over the last few decades almost every aspect of food production and product marketing has changed, making the demand for innovative packaging solutions greater than ever. Throughout the journey, Sealed Air has been committed to helping you stay at the forefront of this transition. Together, we're turning packaging from something meant simply to hold food, to a solution that can play a more active role in food quality, safety, shelf-life, branding and convenience.



Packaging should attract a shoppers attention by appealing to their senses, values and emotions, in essence influencing the consumer decision making process, and that includes convenience.

EVOLUTION

As packaging has taken on an increasingly important role, new approaches are needed to remain competitive and meet these ever-growing demands. Over the years, we have expanded the Grip & Tear offering to a family of products that meet the needs of various food sectors and industry segments. Our Grip & Tear products now offer solutions that cover bone-in and boneless fresh red meat, poultry, smoked and processed meats, and cheese.



BREADTH TODAY

The Grip & Tear family is available in a variety of sizes and solutions, each fulfilling a unique need. Have a smaller product with a limited branding footprint? Consider Small Tab for its' minimally-obtrusive side-seal tab. Want to reveal and use a larger product one or two portions at a time, and then store the remainder? Our Portion-Pull™ technology allows your customers to use only what they need without removing the entire product from its packaging- keeping unused portions fresh longer and reducing food waste due to spoilage.

We offer such an extensive range of customer product merchandising options by combining our innovative bag-opening technologies with a variety of gauges and permeability (both barrier and non-barrier) matched to the needs of individual food and industry sectors. This includes 360° distortion-free graphics that help brands stand out in an increasingly chaotic and crowded marketplace. Finished, case-ready packaging solutions include Grip & Tear, Cook-in Grip & Tear, Grip & Tear Small Tab, Grip & Tear Portion-Pull™, Grip & Tear TBG and Quick-Rip.



BRAND						
Sealed Air Food Care CRYOVAC® GRIP & TEAR FAMILY OF VACUUM BAGS	GRIP & TEAR	COOK-IN GRIP & TEAR	GRIP & TEAR PORTION-PULL	GRIP & TEAR BONE GUARD	GRIP & TEAR SMALL TAB	QUICK-RIP
FOOD SECTORS	<ul style="list-style-type: none"> Fresh Beef Fresh Pork Fresh Veal Fresh Lamb Frozen Pork Smoked and Processed Meats Further Processed Poultry Cheeses 	<ul style="list-style-type: none"> Strip Roast Beef Poultry Ham 	<ul style="list-style-type: none"> Smoked and Processed Meats Cheeses 	<ul style="list-style-type: none"> Poultry Bone-In Fresh Red Meats Smoked and Processed Meats 	<ul style="list-style-type: none"> Smoked and Processed Meats Poultry Cheeses Fresh Beef Fresh Pork 	<ul style="list-style-type: none"> Fresh Red Meat
INDUSTRY SEGMENTS	<ul style="list-style-type: none"> Processors Retail Food Service Consumers 	<ul style="list-style-type: none"> Processors Retail Food Service 	<ul style="list-style-type: none"> Processors Retail Food Service Consumers 	<ul style="list-style-type: none"> Processors Retail Food Service Consumers 	<ul style="list-style-type: none"> Processors Retail Food Service Consumers 	<ul style="list-style-type: none"> Processors Retail Food Service Consumers
STRAIGHT OR CURVED END SEAL OR SIDE SEAL	WHAT'S IN IT FOR YOU? Multiple seal configurations provides flexibility for various applications					
	✓	✓	✓	✓	✓	✓
EASY OPEN TAB DESIGN	WHAT'S IN IT FOR YOU? Convenience and Safety. Eliminates the need for sharp objects to open the package, minimizing the potential for cross-contamination and worker injury					
	✓	✓	✓	✓	✓	✓
HORIZONTAL SIDE SEAL TABS	WHAT'S IN IT FOR YOU? Allows user to utilize only what they need without removing the entire product from its packaging- keeping unused portions fresh longer					
			✓			
SUPERIOR OPTICS	WHAT'S IN IT FOR YOU? Ensures superior visual appeal and refined presentation for enhanced retail merchandising and point-of-sale enticement					
	✓	✓	✓	✓	✓	✓
EXCELLENT SHRINK	WHAT'S IN IT FOR YOU? Skin-tight shrink maintains optimal freshness and provides outstanding product visibility free of pleats, folds or excessively large seal areas					
	✓	✓	✓	✓	✓	✓
360° DISTORTION FREE GRAPHICS	WHAT'S IN IT FOR YOU? Ensures clear and attractive branding - Available 2-sided, 10 color process print					
	✓	✓	✓	✓	✓	
DESIGNED FOR COOK-IN PRODUCTS	WHAT'S IN IT FOR YOU? Dramatically improves yield and product shelf life given ability to thermally process directly in the bag					
		✓				
DESIGNED FOR SMALL-PORTION MEAT AND CHEESE	WHAT'S IN IT FOR YOU? Minimally obtrusive side seal tab makes it ideal for smaller products with limited branding footprint					
			✓		✓	
DESIGNED FOR BONE-IN MEATS	WHAT'S IN IT FOR YOU? Provides extra protection in the right places to safely handle the sharpest of bone-in meat					
				✓		
PROCESS/SYSTEM	Cryovac® rotary chamber vacuum systems and other stationary vacuum chamber systems	Cryovac® rotary chamber vacuum systems and other stationary vacuum chamber systems	Cryovac® rotary chamber vacuum systems and other stationary vacuum chamber systems	Cryovac® rotary chamber vacuum systems and other stationary vacuum chamber systems	Cryovac® rotary chamber vacuum systems and other stationary vacuum chamber systems	Cryovac® rotary chamber vacuum systems and other stationary vacuum chamber systems

CRYOVAC®
GRIP & TEAR®
 BRAND

Modern-day packaging
has moved beyond simply containing,
protecting and preserving products;
it should also help to communicate,
promote and sell the product.



Industry Segment Benefits

RETAILER

Within the retail environment, the meat and deli departments are where employees tend to be the most susceptible to injury. Solutions like Cryovac Grip & Tear help reduce those risks by eliminating the need for knives or scissors to open packaging. And with no tools to keep separate or clean after use, you also decrease the likelihood of product damage or cross contamination.

In the case or on-shelf, Cryovac Grip & Tear offers your customers a visually appealing, easy-to-open, skin-tight package with 360° distortion free graphics.

PROCESSOR

Cryovac Grip & Tear bags give you excellent performance throughout distribution and quicker opening for any reworked product. In addition, because use of Grip & Tear helps minimize cross contamination related to cutting tools or extensive handling, these bags also offer sustainability benefits like reducing food waste and maintaining food safety. Beyond their safety, convenience and sustainability advantages, these innovative bags offer superior visual appeal and a refined presentation for enhanced retail merchandising.

FOOD SERVICE

As a food service operator, your packaging choices can have a direct impact on your speed and food safety, one of the biggest worries within the food service industry today. By offering a packaging solution that eliminates the need for sharp opening tools, you create an environment that enables worker safety by reducing the chance of injury, and saving steps in food prep. Your operations can be more efficient and profitable when solutions like Grip & Tear help you address your work environment as well as food safety standards.

CONSUMER

Consumers today are looking for solutions that simplify their lives. The difference between offering convenient packaging that is easy to hold, grip and open is the difference between frustration and a repeat customer. Our Grip & Tear bags not only offer the convenience consumers want, they also help maximize freshness and appearance which further appeals to their senses.

FOOD SAFETY

- Reduces the risk of cross-contamination and worker injuries

SHELF LIFE EXTENSION

- Combined with Cryovac barrier bags, maximizes shelf life and freshness, while providing longer storage and less discoloration

BRAND BUILDING

- 360° distortion free graphics and skin-tight shrink maintains optimal freshness and provides outstanding product visibility free of pleats, folds or excessively large seal areas
- Consistent look and feel of products offers appeal and reassurance about quality
- Easy-to-open bags make it easier and safer to access foods when preparing meals

OPERATIONAL EFFICIENCY

- Compatible with all of our loading and heat-sealing equipment. Our abuse-resistant packaging reduces leakers and need for rewrap throughout distribution (Processor)
- Allows for quick and easy removal of the food from its packaging, saving time for deli workers and reducing risk of knife-related injury (Retailer)
- Saves workers time and every step saved in a busy kitchen amounts to real dollar savings (Food Service)



¹Picciola M, Wilson R, Steingoltz M. Will Growing Challenges Eat Away at Food Operators' Market Share? L.E.K. Executive Insights (2017) 19,27. https://www.lek.com/sites/default/files/1927_Food_Service_Operators_Study_Executive_Insights.pdf
²2017 Power of Meat survey.

To learn more, visit: www.sealedair.com/foodcare

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