Each year, consumers throw out an estimated 12.7 billion pounds of meat, poultry and fish valued at $39.7 billion, or about 22 percent of their supply, according to the U.S. Department of Agriculture.¹

Sealed Air’s Cryovac® Darfresh® vacuum skin packaging provides a multitude of benefits including aiding in the reduction of food waste by extending the shelf life of food products from processor to consumer. This innovative film creates packaging that completely surrounds the product, preserving its color, flavor and integrity. Its highly formable characteristics act as a second skin, creating a high-quality, premium look that offers today’s consumer the product visibility they desire to verify the freshness themselves, while enhancing point-of-sale appeal at the retail case.

Global awareness of food waste and its negative impact on the environment continues to grow and so has the importance of the role that packaging plays in preventing it. Now, more than ever, you need innovative and sustainable packaging solutions that help minimize food waste while improving the supply of food.

Darfresh® Family of Vacuum Skin Packaging

THE DARFRESH® FAMILY STORY

Global awareness of food waste and its negative impact on the environment continues to grow and so has the importance of the role that packaging plays in preventing it. Now, more than ever, you need innovative and sustainable packaging solutions that help minimize food waste while improving the supply of food.

INNOVATION

Over the last few decades, almost every aspect of food production has changed over the last few decades. Sealed Air has been committed to helping you produce a safe, sustainable, and nutritious food chain. With innovative solutions like Cryovac Darfresh vacuum skin packaging, we are helping you stay at the forefront of a marketplace where driving sustainability across the distribution cycle has become an increasingly important objective.

EVOLUTION

Today, food packaging continues to evolve, transitioning from a container meant to simply hold food to something that can play a more active role in food quality and safety, as well as sustainability. Our Darfresh vacuum skin packaging does just that. Over the years, we have expanded the Darfresh offering to meet the needs of various food sectors and industry segments: products like fresh red meat, poultry, seafood, cheese and smoked and processed meats as well as the ready meal category.

Consumers today are looking for a quality product that tastes great and stays fresh longer.

Source: 2017 Power of Meat Survey.²
<table>
<thead>
<tr>
<th>BRAND</th>
<th>DARFRESH ON TRAY</th>
<th>SIMPLE STEPS</th>
<th>DARFRESH 10K OTR</th>
<th>TRAY / SKIN</th>
<th>DARFRESH OR TRAY SKIN WITH FLEX OR SEMI-RIGID</th>
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</thead>
<tbody>
<tr>
<td>TOP WEB</td>
<td>Vacuum Skin Packaging Film (IVT Films)</td>
<td>Simple Steps® Vacuum Skin Packaging Film (SS Films)</td>
<td>10K OTR Vacuum Skin Packaging Film (VF Films)</td>
<td>Vacuum Skin Packaging Film (V Films)</td>
<td>Vacuum Skin Packaging Film (V Films)</td>
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<tr>
<td>BOTTOM CARRIER</td>
<td>Rigid - Darfresh On Tray – different color options (clear, black, white, etc.)</td>
<td>Rigid - Simple Steps Bowls, Plates and Trays – different color options (clear, black, white, etc.)</td>
<td>Flexible Format and Semi Rigid - Seafood Trays Different color options (clear, black, white, etc.)</td>
<td>Case Ready and Easy Open Case Ready Tray – different color options (clear, black, white, etc.)</td>
<td>Flexible format and Semi-rigid</td>
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<tr>
<td>FOOD SECTORS</td>
<td>• Fresh Red Meat (Beef, Pork, Lamb, Veal) • Poultry • Smoked &amp; Processed Meats • Seafood - Frozen • Cheese</td>
<td>• Refrigerated Ready Meals • Frozen Ready Meals • Refrigerated value added proteins • Frozen value added proteins</td>
<td>• Fresh Seafood</td>
<td>• Fresh Red Meat (Beef, Pork, Lamb, Veal) • Poultry • Smoked &amp; Processed Meats • Seafood - Frozen • Cheese</td>
<td>• Fresh Red Meat (Beef, Pork, Lamb, Veal) • Poultry • Smoked &amp; Processed Meats • Seafood - Frozen • Cheese</td>
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<tr>
<td>INDUSTRY SEGMENTS</td>
<td>• Processors • Retail • Food Service</td>
<td>• Processors • Retail • Food Service</td>
<td>• Processors • Retail • Food Service</td>
<td>• Processors • Retail • Food Service</td>
<td>• Processors • Retail • Food Service</td>
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<tr>
<td>SUPERIOR OPTICS</td>
<td>WHAT’S IN IT FOR YOU? Striking 3D presentation, second skin effect gives a high quality, premium look for great point-of-sale appeal</td>
<td>WHAT’S IN IT FOR YOU? Improves Retail Merchandising including optimal case utilization</td>
<td>WHAT’S IN IT FOR YOU?</td>
<td>WHAT’S IN IT FOR YOU?</td>
<td>WHAT’S IN IT FOR YOU?</td>
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<tr>
<td>VERTICAL DISPLAY</td>
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<td>CLEAR TRAY OPTION</td>
<td>WHAT’S IN IT FOR YOU? Offers transparency to consumers by allowing for 360° product visibility and building brand trust</td>
<td>WHAT’S IN IT FOR YOU? Highly formable material provides a skin-tight, oxygen barrier to preserve freshness and flavor through the elimination of headspace</td>
<td>WHAT’S IN IT FOR YOU?</td>
<td>WHAT’S IN IT FOR YOU?</td>
<td>WHAT’S IN IT FOR YOU?</td>
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<tr>
<td>SEALED-IN FRESHNESS</td>
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<td>REDUCES RISK OF CROSS-CONTAMINATION</td>
<td>WHAT’S IN IT FOR YOU? Exceptional seal integrity maintains vacuum loss and prevents leakers, by retaining purge within the pack to reduce the risk of cross contamination from processor to consumer</td>
<td>WHAT’S IN IT FOR YOU? Provides a sustainable message by eliminating film scrap and helping reduce food waste</td>
<td>WHAT’S IN IT FOR YOU?</td>
<td>WHAT’S IN IT FOR YOU?</td>
<td>WHAT’S IN IT FOR YOU?</td>
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<tr>
<td>100% FILM UTILIZATION</td>
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<tr>
<td>CONSUMER FRIENDLY PACKAGING</td>
<td>WHAT’S IN IT FOR YOU? Provides consumers with a leak-proof, easy to open, freezer-ready package</td>
<td>WHAT’S IN IT FOR YOU?</td>
<td>WHAT’S IN IT FOR YOU?</td>
<td>WHAT’S IN IT FOR YOU?</td>
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<tr>
<td>VARIETY OF TRAY COLORS</td>
<td>WHAT’S IN IT FOR YOU? Increases point-of-sale competitiveness by allowing for many tray colors</td>
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<td>VARIETY OF SHAPE CONFIGURATIONS AND SIZES</td>
<td>WHAT’S IN IT FOR YOU? Offers customization, serving options of a plate, tray, or our new bowl packaging</td>
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<td>MICROWAVABLE</td>
<td>WHAT’S IN IT FOR YOU? Steam-assisted cooking technology improves product quality</td>
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<td>FDA COMPLIANT</td>
<td>WHAT’S IN IT FOR YOU? Highly permeable film meets FDA oxygen permeability guidelines - helping you deliver safe, compliant seafood to your customers</td>
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<td>REDUCES PREP-TIME</td>
<td>WHAT’S IN IT FOR YOU? Microwave packaging technology saves time in kitchen preparation while maintaining high standards for taste, food safety, gourmet presentation and consistency</td>
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<tr>
<td>IDEAL FOR FRESH OR FROZEN PRODUCTS</td>
<td>WHAT’S IN IT FOR YOU? Flexibility: innovative vacuum packaging serves both fresh or frozen products</td>
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<tr>
<td>PROCESS/SYSTEM</td>
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BREADTH TODAY

The Darfresh Family features a range of films with a variety of gauges and permeability to address the specific needs of individual food sectors. Consider Simple Steps® for fresh or frozen microwavable ready meals and 10K OTR, the only FDA-approved film for fish and seafood on the market today.

Darfresh offers an extensive range of customized product merchandising options by combining these innovative, formable films with an assortment of Cryovac bottom carriers that include rigid, semi-rigid, and flexible trays as well as plates and bowls. Finished case ready packaging solutions include Darfresh On Tray, Simple Steps, 10K OTR, Tray/Skin and a Darfresh with flexible or semi-rigid solution.
SUSTAINABLE PACKAGING THAT REDUCES FOOD WASTE

The Cryovac Darfresh family of vacuum skin packaging solutions provides a variety of sustainability benefits for processors, retailers, food service operators and consumers alike. For one pound of edible beef to reach the consumer, it takes more than 600 gallons of water, 1.8 pounds of grain, and 50 pounds of CO2. When we discard food, these resources are essentially wasted. So we make it a top priority that the food you produce makes it to the consumer’s table before it spoils with our Darfresh family of packaging.

Industry Segment Benefits

RETAILER

Today, American shoppers are more concerned about food safety, quality, and waste than they have been in previous years. This presents you, the retailer, with an opportunity to address their concerns through innovative packaging solutions while also helping you achieve your operational goals and improve profitability. In addition, our Darfresh Family of products offers you significant cost savings by reducing markdowns, spoilage, waste and labor costs for repackaging.

PROCESSOR

Offering sustainable solutions is considered good business and as a food processor, you have the opportunity to influence responsible behavior throughout your value chain. Our Cryovac Darfresh family of vacuum skin packaging helps you not only reduce potential leakers, but also reduces the waste of packaging materials throughout your packaging process and its distribution cycle.

FOOD SERVICE

In a study conducted by L.E.K. Consulting, complying with food safety standards was cited as one of the biggest worries of food service operators. The extended shelf life offered by Darfresh packaging helps keep your food safe by avoiding spoilage, and the leak-proof packaging helps prevent cross-contamination. This results in your ability to offer fresher, safer options at affordable prices while realizing critical profit margins and meeting food safety standards.

CONSUMER

Consumers have been shown to worry more about food waste and food safety than they do about climate change, air pollution and water shortages, according to a recent survey. Because it keeps food fresh for longer, our packaging reduces spoilage, saving consumers money and enabling them to provide fresh, great-tasting meals for their families.

FOOD SAFETY

- Keeps product fresher longer - reducing spoilage
- Minimizes cross-contamination risks thanks to leak-proof packaging
- Protects against spoilage and contamination that often cause food safety issues in commercial kitchens (Food Service)

BRAND BUILDING

- Leak-proof, easy to open, freezer-ready packaging that is visually appealing, improving retail merchandising including optimal case utilization
- Ensures that proteins stay fresh longer, from prep and holding to delivery, so customers can enjoy the taste and texture of their meal
- Offers convenience to consumers with benefits such as reducing prep time in creating meals, eliminating the need to repackace the meat to be freezer ready, or our Simple steps solution that is microwavable
- Our Simple Steps solution also allows you to continually adapt your menu to include limited time offers (LTO’s) and address dietary trends (Food Service)

SHELF LIFE EXTENSION

- Minimizes waste and saves money by extending shelf-life from days to weeks or longer with vacuum seal technology
- Preserves freshness while reducing spoilage

OPERATIONAL EFFICIENCY

- Streamlines the packaging process, making it faster and more efficient – saving you time, cost and materials (Processor)
- Uses less space in refrigerators and freezers, both in warehouse storage, during shipment and in retail storage and display cases, than Modified Atmosphere Packaging (MAP) and overwrap packaging, which leads to lower shipping, energy and handling costs.
- In a recent conversion of poultry packaging from MAP to Darfresh on Tray in Europe for example, the package volume was reduced by 40-46%. This reduction in volume also reduced the number of truckloads needed per year to deliver the same quantity by an average of 12% (Retailer)

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

The 2017 Power of Meat report was commissioned jointly by the North American Meat Institute (NAMI) and the Food Marketing Institute (FMI) with sponsorship from Sealed Air Cryovac®. Surveys were administered, collected and analyzed by 210 Analytics. http://www.meatconference.com/sites/default/files/books/Power_of_meat_2017.pdf


*Data: Consumers and Food Waste Harris Poll surveys in behalf of Sealed Air of 1000 adults who do at least 25 percent of their household shopping between April 18 and April 20, 2014.