

# CRYOVAC®

BRAND FOOD PACKAGING

## Darfresh® 10K OTR Film

CRYOVAC® brand Darfresh® 10K OTR is a highly permeable film that complies with FDA regulations with a guaranteed oxygen transmission rate (OTR) of greater than 10,000 cc/m<sup>2</sup>/24 hr @ STP (ASTM D3985) in VSP applications. It also helps preserve the color, flavor and integrity of the product it envelops.

Use or freeze by: X/XX/XX Total Price



## BENEFITS



### Operational Efficiency

- Efficiently package protein products of assorted sizes, portions and quantities
- Customize your offerings and choose from various bottom carrier options, such as colored or clear trays, flexible or semi-rigid bottom webs



### Product Integrity

- Exceeds FDA regulations for oxygen transmission rate (OTR) > 10,000 cc/m<sup>2</sup>/24hr on the finished package
- Reduce risk of cross contamination with a leak-proof hermetic seal
- Protect against freezer burn and moisture loss with exceptional vacuum and seal integrity



### Brand Experience

- Available with easy-open top web for added consumer convenience
- Enhance sales with striking 3D presentation and premium appearance
- Create a second-skin effect with a vacuum skin-tight, oxygen permeable film
- Vertically display products for added marketing and visibility benefits

## CHALLENGE

With today's hectic and ever-changing lifestyle, consumer needs have shifted to convenient and transparent packaging. In fact, 53% of consumers state they prefer prepackaged options over full-service because it's quicker, reduces their wait time and is hassle-free. As a result, having enticing seafood packaging is now more important than ever.

## SOLUTION

CRYOVAC® brand Darfresh® 10K OTR packaging combines a clear, highly formable top film with your choice of bottom carrier in an assortment of sizes and tray options to customize your offering. This innovative packaging solution allows you to position your product as premium. It is also now available with easy-open top web giving your consumers the transparency and added convenience they're looking for. In addition, this case-ready solution also reduces retail labor cost by eliminating the need of daily maintenance and management required by an ice-based case.



Shown: Salmon on Cardboard Backer

## Darfresh® 10K OTR Film



Shown: Salmon  
on Cardboard backer



Shown: Salmon/  
Semi-Rigid Clear Tray

## SUSTAINABILITY

Sustainable total packaging options available with a variety of carriers:

- Semi-rigid carrier made from CRYOVAC® brand Plant-Based Rollstock - Designed for recycling\* with a RIC 1 - PET
- CRYOVAC® brand Preformed VSP trays are designed for recycling\* with a RIC 5 - PP\*\* and are available with post-consumer recycled (PCR) content
- Cardboard carrier with CRYOVAC® brand Darfresh® on Board - Curbside Recyclable\*\*\*



Shown: Tilapia/  
Semi-Rigid Black Tray

## MATERIAL

- CRYOVAC® brand Darfresh® 10K OTR Vacuum Skin Packaging (VSP) top film is now available with easy-open OR lock-down top web
- Variety of carrier options available including flexible, semi-rigid, preformed trays and cardboard



Shown: Salmon/  
Rigid White Tray

## EQUIPMENT

- Runs on a variety of tray/skin and VSP rollstock equipment

## APPLICATIONS

- Case ready and e-Commerce
- Fresh or frozen fish and seafood



Shown: Salmon/  
plant-based semi-rigid rollstock  
with RIC 1 - PET\*\*



Shown: Tilapia/  
Rigid Clear Tray

\* Degree of recyclability will vary depending on scope and availability of collection and recycling programs

\*\* RIC: Stands for Resin Identification Code. For Example: RIC 1 represents PET material and RIC 5 represents PP material

\*\*\* Remove film from paperboard before recycling

