

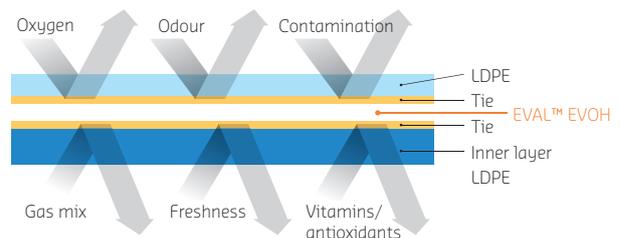
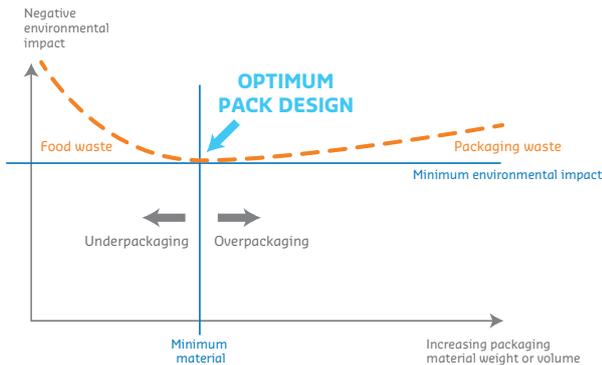
Extended freshness?  
More choice?

**EVAL™ EVOH**  
for MAP packaging



# Extending freshness and shelf life

The role of packaging is to make sure that the value inside reaches the consumer, with all its freshness and quality intact. Fresh food such as red meat, poultry, fish and ready meals are both expensive to produce and are easily perishable. Food waste is not only expensive, but a tremendous loss of resources, creating negative environmental impact. Optimised packaging finds the correct balance between providing enough function to avoid food waste, with a minimum amount of packaging material.



## What a difference a few days make

MAP, or modified atmosphere packaging, extends freshness by mixing gases to surround food with an ideal atmosphere. Food keeps its attractive natural colour longer, and anaerobic bacterial growth is slowed as much as possible.

Several days can be added to the shelf life of the product. This avoids waste, but also makes new distribution chains possible. Central packaging sites have more time to distribute different types of goods to more locations. Consumers can be provided with a wider range of choices and local convenience.

## Adding function to MAP packaging

With 10,000x the oxygen barrier of LDPE, a layer of just a few microns of EVAL™ provides a highly functional gas barrier. Thin multilayer sandwich structures containing EVAL™ barrier can be laminated to support films or trays, providing high performance with very small amounts of additional packaging material. The optimal mix of gases inside the MAP is kept intact, and for longer periods of time.

MAP pouches and shallow trays provide freshness to pasta, sliced cured meats and cheese and fresh pizza. In addition to plastic trays and films, thin barrier structures with EVAL™ can also be laminated to renewably sourced polymers and paperboard that do not have enough barrier properties of their own to maintain the MAP gas mixture.

## Recycling and safe energy recovery

After prolonging shelf life and avoiding food waste, the small amounts of EVAL™ in the structure will not disrupt polyolefin recycling streams. During energy recovery, EVAL™ emits only small amounts of water vapour and CO<sub>2</sub>.



Shallow MAP tray



Thermoformed MAP tray



MAP pouch