

# Shelf life without conservatives?

**EVAL™ EVOH for tomato  
product packaging**



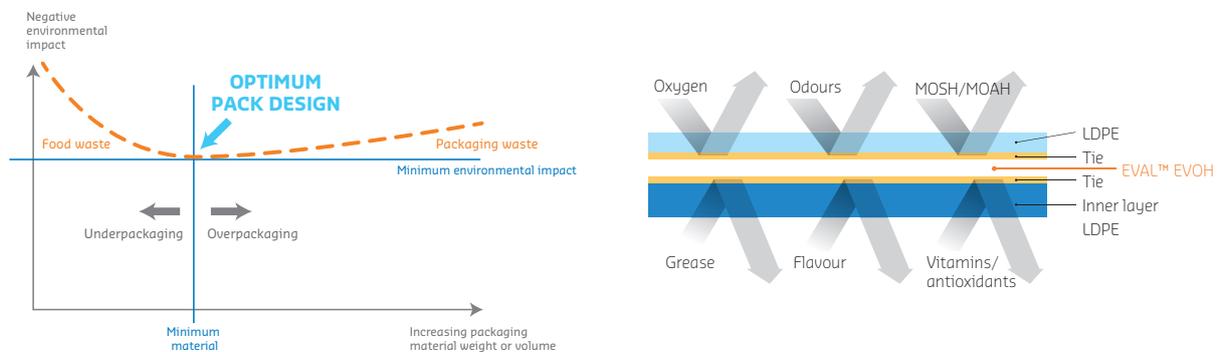
# EVAL™ EVOH for tomato product packaging

## Exporting higher quality product to new markets

The consumption of tomato-based products continues to grow, notably outside the traditional markets in Europe and North America. Tomato-based products require oxygen barrier to keep their attractive fresh red colour, aroma and flavour intact. As tastes change, consumers are demanding not just convenience, but improved freshness and quality for the food they eat. As packaging production moves closer to new sources of produce, it needs to assure adequate shelf life to allow export to new markets. It must also help improve product quality closer to home.

## 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. Food waste is expensive, and the traditional solution for tomato-based products has been high-barrier but heavy packaging such as metal or glass. Using light weight plastic used to mean compromising on product quality by adding conservatives. Optimised packaging finds the correct balance between barrier function to avoid food waste while using a minimum amount and weight of packaging material.



## Adding function to new forms of tomato product 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™ can be applied in a variety of applications: bottle, tube, stand-up pouch and formed, co-injected or in-mould label tray/cup. Sizes can range from individual doses of coated paper or film, to multi-litre bag-in-box or octabin-sized flexible containers for bulk transport.

Tomato products keep their freshness without conservatives. All-plastic EVAL™ structures are compatible with metal detectors for safe processing, and are resistant to flex-cracking and pinhole formation during processing and distribution. Packs can go directly into the microwave when desired. Savings across the life cycle due to waste reduction, efficient processing, transportation and unit cost help keep products competitive on the market.

## 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. Many rigid bottles already contain structural layers of recycled material. During safe energy recovery, the EVAL™ emits only small amounts of water vapour and CO<sub>2</sub>. Very thin flexible structures with EVAL™ can be laminated with film, paper or other renewable materials to make stand-up pouches and individual doses. Below are just a few examples of possible all-plastic barrier packaging for tomato-based products.



Bottle with recycled layer



Tube



Stand-up pouch



Dipping tray



Coated paper/film without Al