

PRESS RELEASE

E219 – BB3055

Shrinking expands the benefit spectrum

The Sealed Air Cryovac® BB3055 shrink bag raises the performance bar in the presentation and curing sectors

Innovative food packaging technology from Sealed Air signs and seals a range of advantages in the new Cryovac® BB3055 shrink bag. These shrinkable, heat-sealable vacuum packing barrier bags integrate several properties that combine high performance levels with quantifiable sustainability. Ideal for the safe, efficient and attractive protection of fresh red meat, processed meats and cheese, they satisfy consumer requirements for convenience due to compatibility with the Cryovac Quick Rip® and Grip & Tear® opening systems. Measurable energy savings are also on the menu due to a reduced shrink temperature.

Eliminating the carbon footprint of 7.5 drivers

The Cryovac® BB3055 bag can be shrunk at 80 °C to achieve the same performance of alternative bags shrunk at 85 °C. That enables savings amounting to 12.5 tons kg of CO₂ or EUR 1,000 per year. In generic environmental terms that is the equivalent of taking 7.5 drivers, each clocking up 10,000 km annually, off the road. Producers improve their operational efficiency thanks to the bags' compatibility with all Cryovac® shrink bags systems, suitability for automation purposes and the high modulus for optimal machinability with minimal operator interventions. The PVDC-based barrier properties enable a long shelf life and elimination of risk from humidity. This means no concerns regarding discolorations of the contents, a key factor in the purchasing decision, and no waste in the distribution cycle. Strict food safety requirements are met by strong drip reduction due to high shrink properties and excellent sealability, as well as reliable abuse resistance.

Ensuring the product is and stays the hero

The Cryovac® BB3055 shrink bag is 100% focused on its role as a facilitator to promote and sell its contents, always adding value and never acting as a distracter. This high shrink, skin-tight packaging system puts the product in the foreground thanks to high gloss and minimal haze, a 15% reduction on previously available systems. A newly developed ink system adds outstanding communication properties. Full-colour printing on both sides of the bag enables differentiation, a key to brand building and meeting growing consumer information expectations concerning ingredients and nutritional value. The benefit spectrum in the retail environment and users' kitchens includes a wide range of seal configurations for maximised presentation possibilities and a variety of easy opening systems.

Editors' Notes

With widely recognized and inventive brands such as Bubble Wrap® brand cushioning, Cryovac® brand food packaging solutions and Diversey™ brand cleaning and hygiene solutions, **Sealed Air** offers efficient and sustainable solutions that create business value for customers, enhance the quality of life for consumers and provide a cleaner and healthier environment for future generations.

Sealed Air generated revenue of approximately \$7.6 billion in 2012 and has approximately 25,000 employees who serve customers in 175 countries. To learn more, visit www.sealedair.com

SmartLife® is Sealed Air Corporation's approach to advancing its sustainability objectives across its global organisation. Combining smart people, smart analytic systems and a dedication to seeking value through the entire life cycle, SmartLife® reflects Sealed Air Corporation's commitment to helping its stakeholders understand the environmental benefits and impacts of packaging and hygiene solutions to best fit their sustainable goals. For more information on Sealed Air sustainability initiatives visit: <http://www.sealedair.com/Sealed-Air-Sustainability/>

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