

# PRESS RELEASE

E252-2015-PR-Cryovac OptiDure®

## Performance, protection and presentation

### Cryovac OptiDure® bags offer an effective 360° solution for hard food products

A hi-tech generation of multilayer coextruded bags, Cryovac OptiDure® is out to shape the future for hard and very hard product segments in the fresh red meat, cheese and smoked and processed meats. The new bags combine unrivalled mechanical abuse resistance with reduced thickness. Outstanding shrink properties are complemented by sealability through pleats and excellent overlap sealing (OSB). Producers of such items as dried processed meat, terrines, smoked bacon, red meat on the bone and Grana cheese chunks are set to benefit from this packaging innovation that brings high pack security, increased productivity and automation suitability, as well as outstanding pack presentation.

### Win-win-win for producers, retailers and consumers

The benefit list of the Cryovac OptiDure® bags is impressive. It constitutes a drop-in solution for highly automated production lines to reach high standards of operational efficiency. Best-in-class OSB without sticking between the bags facilitates increased output and sealability that reliably reduces leakage and therefore contamination risk, even when the distribution route is long. Superb shrink behaviour, paired with a thin structure, achieves abuse levels equivalent to thicker materials while reducing negative environmental impact. These abuse-resistant bags are the key to food safety and food waste reduction, even along distribution chains. This opens doors to export possibilities that may previously have been out of reach. Products packed in this material attract welcome attention in the retail context due to the excellent brightness and transparency derived from its innovative structural composition. Brand building comes in the form of attractive glossy finish after shrink.

### Two variations on one theme

Cryovac OptiDure® bags come in two different types, both offering outstanding puncture and abrasion resistance. The ODA5005 version is 75 microns thick, while the ODA7005 alternative has a thickness 95 microns.

### Note to the Editor:

Sealed Air Corporation creates a world that feels, tastes and works better. In 2014, the Company generated revenue of approximately \$7.8 billion by helping our customers achieve their sustainability goals in the face of today's biggest social and environmental challenges. Our portfolio of widely recognized brands, including Cryovac® brand food packaging solutions, Bubble Wrap® brand cushioning and Diversey® cleaning and hygiene solutions, ensures a safer and less wasteful food supply chain, protects valuable goods shipped around the world, and improves health through clean environments. Sealed Air has approximately 24,000 employees who serve customers in 175 countries. To learn more, visit [www.sealedair.com](http://www.sealedair.com).

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