

FreshSAFE Packaging Concept for Fruits and Vegetables: Longer Shelf Life and Less Waste

FreshSAFE packaging for fruit and vegetables extends the shelf life and freshness considerably. The advantage for producers and retailers is that even with an extended shelf life, the product reaches the consumer in fresh condition, massively reducing waste.

Tailored packaging solutions

Multivac FreshSAFE is an overall concept for fruit and vegetable packaging, which is based on extensive studies by the University of Gent and the University of California among others: for every harvested product, there is an optimum ratio of oxygen, carbon dioxide and nitrogen, at which its shelf life and freshness are lengthened considerably. This optimum value can be ensured for each product by checking the atmosphere in the packaging.

With FreshSAFE, Multivac uses this knowledge to create individual packaging solutions: customers receive a complete system using the ideal film, protective gas mixture and storage temperature for the best effect on the product and required shelf life. It is a “tailor made” packaging system, which can be just as effective for whole and cut products as well as different delivery time requirements. The method of transporting a packaged product also guarantees a constant temperature from the producer to the consumer. This drastically reduces the amount of waste resulting from spoiled produce, and the freshness and quality of the products remain optimum until they reach the consumer – without having to use additives. When packaging on a Multivac thermoformer or traysealer, the packaging is first evacuated, and then filled with a gas mixture in a controlled process, which substantially reduces the atmosphere filling time and the amount of gas required.

New Solution: Inline Micro Perforation

Multivac, in association with FreshSAFE, presents a technical innovation. A special device makes microscopically small perforations in the upper web just before the package is sealed. This allows the

Longer Shelf Life and Less
Waste

Page 1



Press release



MULTIVAC
BETTER PACKAGING

customer to use a normal plastic film as a lid or upper web and convert it into a micro-perforated film "inline" during the packaging process, with a variable number and configuration of holes. This allows considerable savings on consumable material.

The concept clearly works, as it has already been applied in various countries, including Germany, the Netherlands, Poland and Spain, and with various different products. For example, one of the largest fruit companies in Europe packs up to 1,000 tons of strawberries a week – until now using clam shell packages. This season, the company also implemented FreshSAFE and used a fully automatic Multivac T 350 traysealer with micro-perforator.

The success of the system was proven by the University Institute for Food Science: in the normal packaging at 12°C, the strawberries are rotten after around 6 days – in FreshSAFE they stay fresh for 9 days and show no signs of rotting even after 12 days. The effect at 18°C is even clearer: in the tray packaging, the strawberries have a maximum shelf life of 5 days, in FreshSAFE at least 8 days – an increase of 60%. The FreshSAFE packs are also stackable and protect the sensitive product from damage – a big plus for presentation at the point of sale.

For more information: Matthias Maisel, matthias.maisel@multivac.de.

About Multivac

Multivac is one of the world's leading manufacturers of machines for packaging food, sterile medical products and various industrial articles. The corporate claim "Better packaging" reflects the company's mission to supply every customer the best possible packaging solution: Each industrial machine is systematically tailored to meet the individual production and product requirements of the customer. The extensive product range consists of thermoforming machines, traysealers and vacuum chamber machines. Today the Multivac Group has more than 2,000 employees around the world, about 1,000 of them at the main location in Wolfertschwenden (Allgaeu / Germany). More than 100,000 Multivac machines have been sold worldwide since the company was established in 1961. About 30 subsidiaries and sales offices and more than 40 agents on all continents provide a comprehensive service and sales network for customers

Longer Shelf Life and Less
Waste

Page 2



Press contact:

Harald Teutenberg

Multivac

Sepp Haggemüller GmbH & Co. KG

Bahnhofstr. 4

D-87787 Wolfertschwenden

Tel. +49 (0) 8334 601-4847

Harald.Teutenberg@multivac.de