

FOR IMMEDIATE RELEASE

2010/E161 – BDF Event SUMMARY  
April 2010

## **CRYOVAC BDF<sup>®</sup> STRENGTHENS KEY ASSET: FLEXIBILITY**

*The new CRYOVAC BDF<sup>®</sup> SOFT and CRYOVAC BDF<sup>®</sup> Easy Opening Solution create new perspectives for presentation while reducing packaging and costs.*

**Paris, April 2010.** Sealed Air Cryovac presented the newest generation of antifog shrink barrier film at its Paris customer care center Packforum, during a dedicated event on April 14-16. The 68 participants from almost 20 European countries also discovered the simple, fully automatic solution for effortless opening of CRYOVAC BDF<sup>®</sup> packs.

In its 20 years' of continuous development and improvement, CRYOVAC BDF<sup>®</sup> has been recognized as the most flexible of packaging technologies, with excellent oxygen and aroma barrier properties for everything from ready meals to whole birds.

**The new CRYOVAC BDF<sup>®</sup> Soft** opens new horizons for differentiated presentations. It increases flexibility and reduces costs. Thanks to its lower film shrink force, it can run on lighter and cheaper trays. Some packaging items can be done away with altogether, such as the support disk under pizzas. Meanwhile, the film itself is thinner too, adding more meters to each roll and reducing machines' idle time during changeover. Reduced pack distortion makes it even more appealing to print on the entire pack.

*"Consumers are more attuned to environmental considerations," Sealed Air EMEA Product Director Florentino Ayuso reminded participants. "And cutting pack weight by 10% to 25% reduces the Ecotax and disposal costs."*

The CRYOVAC BDF<sup>®</sup> Easy Opening Solution is the response to the convenience needs of final consumers. After three years in development, it provides a reliable, brand-enhancing feature that improves the consumer's experience while maintaining pack hermeticity. Importantly, it can be retrofitted onto existing machines without modifying them and does not affect machine speed.

Among the offer the CRYOVAC BDF<sup>®</sup> for whole birds, a shrink overwrap packaging under modified atmosphere combining a thin, anti-fog, barrier shrink film with a variety of trays. This highly innovative technology offers the store-wrapped look with the added bonuses of enhanced branding, longer shelf-life and leak proof closure.

Moreover Sealed Air Cryovac virtual reality design service – creaTeam<sup>3D</sup> – works with customers to explore new marketing concepts by creating 3D simulations of eye-catching packs.

Participants at the three one-day sessions reviewed the latest trends and innovations in packaging, displayed in Packforum dedicated "supermarket". *"Consumer choices are based on motivation, which can be more emotional than rational," explained Sealed Air Cryovac Retail Manager for Italy, Elena Casati. "Social and demographic trends in the market are increasing the demand for convenience and 'easy design'."*



Divided into small groups, the participants watched and handled the innovations in action in Packforum demonstration area – from the packing phase to the oven and the plate.

By continuing to drive consumers' preference for case ready and ready meals, with a longer shelf life, CRYOVAC BDF® packaging combats food waste – which accounts for up to a third of food purchased in markets such as the UK – and therefore the emission of methane from landfills.

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Herebelow: **“Customers Praise Comprehensive Expertise Under a One Roof”**

*Participants at the latest Packforum Paris, CRYOVAC BDF® event on April 14-16, 2010, expressed satisfaction at the high level of theoretical insight and the hands-on experience provided.*

**Sándor Joó, CEO, Case Ready vegetable producer Mezöker, Hungary**

“Cryovac understands customers' needs. We work with various packaging solutions providers, but they are the only ones who really know the market.”

“We are here to discover new shapes and materials, products that have appeared in other markets. We are very interested in the flexibility provided by the CRYOVAC BDF® innovations.”

**David May, Group Technical Manager, poultry processing business Gressingham Foods, UK**

“We are feeling the pressure from consumers to reduce our carbon footprint. So we are looking for new packaging formats that satisfy this requirement, while extending shelf life and reducing costs.”

“Packforum has got it right. At trade fairs, one tends to float around from stand to stand without being able to focus properly on any one technology. Here you concentrate on what they have to show you, there's more depth. It's good to come here and see so much under one roof.”

**Marco Ugolini, owner, pasta producer Antiche Bontà, Italy**

“We want our products to look handcrafted, fresh, high quality. We are very interested in the possibilities offered by CRYOVAC BDF® Soft, the diversity and the ease of use.”

“What I really appreciate here is that I can actually use the machines and the materials with my own hands. They've opened up their kitchen to me and I'm testing the recipes I'll be selling tomorrow.”

**Aurélien Richard, R&D Director, cheese producer Perrin Vermot, France**

“We are big users of CRYOVAC BDF® and I'm here to see what's new. It's amazing how much one can learn about a product one uses every day. It gives you a whole lot of ideas.”

“I appreciate that here at Packforum we get straight down to business, and watch a demonstration of a machine that can help us improve our current range. These innovations have to be included right from the product design phase. I'm particularly interested in the CRYOVAC BDF® Easy Opening Solution, as that's an expectation of our consumers.”

**Note to the Editor:**

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Cryovac Packaging and Cryovac Food Solutions are business units of Sealed Air and global leaders in innovative flexible and rigid packaging materials, systems and services for a wide range of food applications.

With more than 3,000 employees throughout the region, Sealed Air Cryovac in Europe, the Middle East and Africa (EMEA) operates manufacturing facilities in France (Arc-en-Barrois and Epernon), Germany (Norderstedt), the UK (St. Neots and Poole), Italy (Passirana di Rho), Spain (Buñol), Russia (Volgograd), Poland (Ozarow), Hungary (Újhartyán), Turkey (Istanbul), South Africa (Spartan) and Botswana (Lobatse). Also located at the Italian site is the Sealed Air Cryovac EMEA Packaging Technical Center. The EMEA Customer Systems Centre is located in Root, Switzerland. Packforum®, Sealed Air Cryovac EMEA's permanent customer care centre, is located at Roissy Charles de Gaulle near Paris, France.

Sealed Air is dedicated to permanently improving its environmental performance and strives for safety and environmental excellence, while also ensuring that plastic food packaging is more efficient than ever. The company is actively engaged in source reduction and total material utilisation through recycling or reuse of industrial scrap, otherwise energy recovery through appropriate incineration.

The Sealed Air EMEA website can be found on [www.sealedair-emea.com](http://www.sealedair-emea.com)

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