

CRYOVAC®

BRAND FOOD PACKAGING

Simple Steps® Meal Packaging

CRYOVAC® brand Simple Steps® meal packaging offers a vacuum skin solution for convenience foods and microwavable, prepared meals. Vacuum technology helps preserve freshness without the need for chemical additives and steam-assisted technology of the total package helps food heat evenly.



BENEFITS



Operational Efficiency

- Optimize your transportation and storage costs with reduced pack size vs MAP
- Reduces prep and clean-up time
- Can be sold as fresh, frozen or frozen/slack



Product Integrity

- Reduces risk of cross contamination with a leak-proof hermetic seal
- Provides new opportunities for restricted diets
- Enables post-pasteurization (HPP and/or thermal)
- Minimize spoilage by having a tight vacuum skin film
- Vacuum sealed to remove oxygen and seal in freshness



Brand Experience

- Provides a premium, gourmet, stationary presentation with clear view of product
- Vertically merchandise with no product movement
- Offers easy-open and stay-cool sides for increased consumer convenience
- Self venting technology helps disperse heat evenly, keeping moisture in, allowing for a better eating experience
- Maintain flavor through vacuum skin packaging
- Reduces potential for ice crystal formation

CHALLENGE

Consumers today are busier than ever and this means they don't have a lot of time to prepare food at home for their families. As a result, the need to offer convenient food packaging solutions that help save time while still providing gourmet meal options is now more important than ever.

SOLUTION

Our CRYOVAC® brand Simple Steps® meal packaging technology offers a superior packaging solution that is ideal for a variety of applications. This innovative solution saves time and money while maintaining high standards for food safety, quality and consistency. The vacuum-sealed technology allows the product to showcase its premium presentation by the films forming characteristics which acts as a mold, creating a second skin around the gourmet product. The Simple Steps vacuum skin technology ensures that the meals flavors and ingredients are captured at their freshest.

Our CRYOVAC® brand assortment of preformed Simple Steps trays are available in a variety of shapes, colors and sizes. These trays are made from a high barrier, polypropylene material that can help extend shelf life while increasing production efficiencies. Hermetically sealed with CRYOVAC® brand Darfresh® vacuum skin film, the final output is a leak-proof, freezer ready package that is visually appealing to consumers.

Available in an assortment of curbside recyclable* or post-consumer recycled (PCR) content configurations, for a premium sustainable solution.

Simple Steps® Meal Packaging



Shown: Cheese Omelet/
Square Tray

SUSTAINABILITY

- Curbside recyclable* CRYOVAC® brand preformed Simple Steps VSP trays available with a RIC 5 - PP**. These trays are approved to carry the How2Recycle (H2R) logo
- CRYOVAC® brand preformed Simple Steps VSP tray configurations also available with post consumer recycled (PCR) content

MATERIAL

- High barrier, laminated polypropylene with a barrier sealant
- Wide range of sizes and tray/plate configurations available in an assortment of colors
- Proprietary self-venting, easy-open design
- Compatible with CRYOVAC® brand Darfresh® Vacuum Skin Packaging (VSP) top films



Shown: Rotini Pasta/
Round Tray

EQUIPMENT

- Runs on a variety of tray/skin equipment

APPLICATIONS

- Ideal for omni channel distribution such as: retail, food service and e-Commerce



Shown: Chicken Piccata/Square Tray

* Check Locally. H2R Label does not apply to trays which contain carbon black.

** RIC: Stands for Resin Identification Code. For example, RIC 5 represents PP material

