

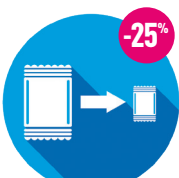
# Lower your total cost and Drive more profit per pound

Rising costs, focus on safety and market volatility are squeezing margins from every direction. Curwood® FreshCase® active packaging for beef, veal, pork & lamb can help lower your total cost and achieve more profit from every pound.



## Lower your total cost per pound up to 10%

Compared to traditional case-ready formats,<sup>1</sup> here's how:



Reduce packaging<sup>2</sup>



Reduce labor



Reduce warehousing & freight cost



Reduce shrink at retail

## Increase display life to 25–30 days

Gain an extra 20–25 days of display life compared to PVC-wrapped cuts.



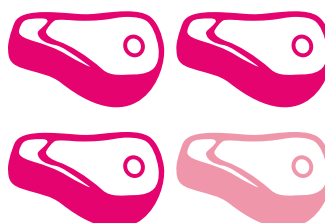
### Improve meat safety

Maintain freshness, color and flavor with a high-barrier, airtight vacuum. Hermetic seals eliminate back room contact at the retailer, leaking and cross-contamination throughout distribution.

## Deliver consumer appeal

Eliminate blackened bones & purge associated with MAP packaging and deliver the fresh red color that **3 out of 4 consumers** prefer.<sup>3</sup>

Curwood® FreshCase® active packaging uses a very small amount of sodium nitrite in the film to maintain its fresh red color. Sodium nitrite is a safe, naturally occurring compound present in many foods. In reference, a stick of celery contains substantially more nitrite. Furthermore, the USDA requires no additional labeling.



Preferred by 3 out of 4 Consumers



## Offer a platform retailers will love

Wow retailers by supporting evolving retail convenience trends and differentiate your brand.

- Expand selection and capture upscale buyers with premium products by maximizing shelf and display life
- Reduce pulls and markdowns at the retail shelf
- Add weeks to the selling window
- Eliminate unsanitary, leaky packages
- Reduce lost profits caused by out-of-stocks

## Going green

Compared to traditional case-ready formats, Curwood® FreshCase® active packaging can help reduce food waste, reduce packaging and save resources:



Uses 50% less corrugate



Weighs 75% less than map trays



Requires 60% less fuel for transport



Reduces retailer food loss by 50%<sup>4</sup>



Keeps in the fridge 7x longer, reducing consumer food waste<sup>4</sup>

## Let's run the numbers!

Contact us today to run the numbers and explore Curwood® FreshCase® options for meat processors.



1. Results vary by application. Assumes meat product accounts for 80% of total cost per pound, reductions impact remaining 20% of total cost; 2. Remove oxygen scavengers, soaker pads, gas and mother bags; 3. When compared to the purple color of conventional vacuum packaging in an independent study of meat consumers; 4. When compared to high-oxygen modified atmosphere trays or overwrap packaging