

FreshCase® Active Packaging for Case-Ready Meat

Extend the shelf life of your fresh meat products
and achieve the fresh red color consumers prefer



Your trusted packaging partner

NorthAmericaFlexibles@amcor.com | 800-544-4672 | amcor.com/afna





STAYS FRESH AFTER
PURCHASING
7x LONGER
THAN
PVC-WRAPPED CUTS

**Deliver more value
with packaging that
has all the advantages
of vacuum with
the fresh red color
consumers prefer**



FreshCase® technology from Amcor that solves the meat industry's vacuum packaging challenge by delivering meat that blooms fresh and maintains its bright color throughout an extended shelf life.

With FreshCase® technology, you'll achieve the fresh red color consumers prefer, in attractive formats that deliver more value:

- Compatible with bone-in and boneless beef, pork and lamb in forming/non-forming film, vacuum skin packaging and ground beef chubs
- Stays fresh after purchasing 7x longer than PVC-wrapped cuts
- Meats age naturally, and tenderize right in the package
- Freezer-ready format allows meats to be frozen without repackaging, eliminating freezer burn
- Uses less refrigerator space than MAP packages
- Eliminates messy leaks in shopping bags, refrigerators, counters, and freezers
- Easy-open options allow packages to open effortlessly without knives or scissors
- Improved flavor compared to high-oxygen gas-flush packaging
- Less waste due to increased product shelf life

Deliver more profit

For retailers looking to improve meat margins and expand online and home delivery sales, and for processors needing to offset rising costs and market volatility, FreshCase® active packaging can deliver more profit.

Dramatically increase in shelf life

- Vacuum packaging allows over 30 days shelf life for whole muscle beef



Drive more profit per pound

Lower your total cost per pound up to 10% compared to traditional case-ready formats²



Achieve a 14-day display life with FreshCase® packaging vs. a 3- to 5-day display life for current tray overwrap packages.

REDUCE PULLS & MARKDOWNS BY
50%¹

Improve safety, quality, and presentation

- Hermetic seals eliminate leakers/mess in the display case
- Remove back room contact with centralized case-ready packaging that assures product safety
- Eliminates the aesthetic drawbacks of high-oxygen gas-flushed packaging such as purge or “black bones”
- Greater visibility allows promotion of the product from all angles
- Stand out with full color printing and QR codes that expand reach

Expand SKUs, control price points and support evolving retail trends

- Expand selection and capture upscale buyers with premium products by maximizing shelf and display life
- Profitably stock and promote limited specialty or seasonal cuts
- Eliminate lost profit opportunities caused by stock-outs
- Use less display and back-room refrigerator space
- Expand sales with a leak-free package adapted for growing online ordering and home delivery

REDUCE
PACKAGING BY

25%³

REDUCE
LABOR BY

15%

REDUCE
WAREHOUSING &
FREIGHT COSTS UP TO

40%

REDUCE SHRINK
AT RETAIL BY

50%

¹ When compared to traditional case-ready formats using a typical product loss rate of 10%.

² Results vary by application. Assumes meat product accounts for 80% of total cost per pound, reductions impact remaining 20% of total cost.

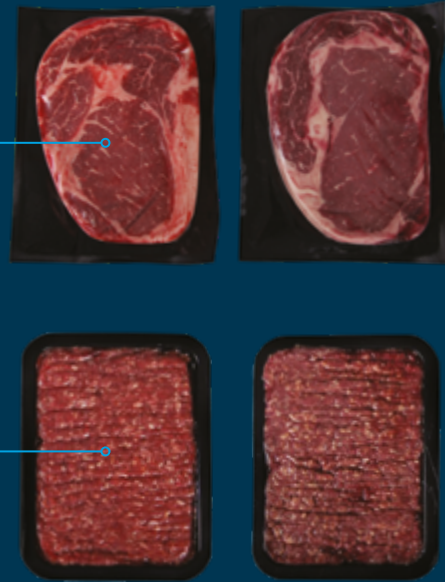
³ Remove oxygen scavengers, soaker pads, gas and mother bags.

Deliver more appeal

Eliminate blackened bones and purge associated with MAP packaging and deliver the fresh red color that 3 out of 4 consumers prefer.⁴



3 out of 4
consumers prefer
the fresh red color



Deliver more sustainability

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



Reduces retailer
food loss by **50%**⁵



Keeps in the fridge **7x** longer,
reducing consumer food waste⁵



Uses **50%** less corrugate



And eliminates styrofoam trays,
PVC overwrap and absorbent pads



Weights **75%** less
than MAP trays



Requires **60%** less
fuel for transport

⁴ When compared to the purple color of conventional vacuum packaging in an independent study of meat consumers.

⁵ When compared to high-oxygen modified atmosphere trays or overwrap packaging.

Scan me



Your trusted packaging partner

Scan the QR code to browse our
meat packaging solutions.

NorthAmericaFlexibles@amcor.com | 800-544-4672 | amcor.com/afna

