INTERNATIONAL

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MEATING POINT magazine

SUSTAINABLE TECHNOLOGY, PROCESSING & PACKAGING

IFFA

FOOD SAFETY TECHNOLOGIES FOR SAFER FOOD

SOY PLANT PROTEIN REVISITED

UNDECLARED ALLERGEN AVOIDANCE BY MACHINE DESIGN

packaging optimised for recycling, with reduced material consumption or based on materials from renewable resources, Schur Flexibles packaging provides reliable sealing, excellent peelability, reclosability, antifog, high levels of transparency and tear resistance.

Schur Flexibles packaging provides reliable sealing, excellent peelability, reclosability, antifog, high levels of transparency and tear resistance. Furthermore, a large number of print options – gravure, flexo, offset and digital print – are available. In order to be admitted to the Schur Flexibles range of packaging, all sustainable products must also guarantee these qualities.

This shows that sophisticated packaging solutions and maximum product safety and convenience can be combined with greater sustainability. The innovative materials pioneered by Schur Flexibles are ideal for the packaging of sensitive products such as meat and poultry, processed meat and others.

Gaining Point-of-Sale Advantages with Sustainable Packaging

Utilising the modern, flexible and resource-saving packaging solutions offered by Schur Flexibles not only protects the environment but also

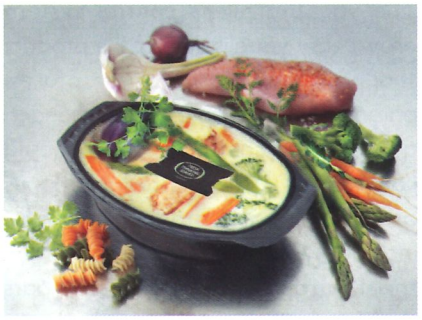
The "rethink" label stands for sustainable solutions at Schur Flexibles.

ensures a competitive advantage at the point of sale. Sustainability is a criterion that increasingly influences consumers when they decide whether to buy a product or not. Therefore, the ability to advertise products by highlighting the sustainability of their packaging leads to significant market advantages.

www.schurflexibles.com

IFFA Hall 11.1 Booth B71

MICVAC'S PROMISETASTIER, FRESHER, LONGER SHELF LIFE AND MORE SUSTAINABLE



Micvac will present it's system for the production of innovative and sustainable fresh, chilled ready meals.

As a pioneering food tech company, Micvac contributes to a more sustainable society through their innovative system for healthy and environmentally conscious meals. Their chilled ready meal system utilises in-pack cooking and pasteurisation in one continuous process. Key to this process are the Micvac microwave tunnel and the Micvac's patented packaging components: the Micvac valve, tray and specially designed film.

Micvac received the SACCNY-Deloitte Green Award* in November 2018 for their energy efficient production system. In the fresh chilled convenience meal segment it enables shelf life of up to around sixty days (if necessary) without preservatives. This extended shelf life reduces spoilage in stores and at home.

A study with KIN Food Institute, Neumuenster, Germany, compared the conventional autoclave convenience meal production process with the Micvac microwave system. The results made clear, that the Micvac process is much more sustainable. Also, the vitamin content of the Micvac fresh chilled ready meal after cooking was almost twice as high as the conventionally produced meal.

Worldwide Successful

In close partnership with its customers, the company is successful not only in Sweden, Norway and Finland but also in Brazil, Russia, Japan, South Africa and Australia. The latest addition to the market are the ready-to-serve fresh meals made with the Micvac system, which have been launched in Russia on a large scale, where they revolutionise the convenience food market with the new concept.

Tasty Meals for Modern Demands

With this modern approach and by offering fresh and healthy meals, that are full of flavour Micvac fulfils the wishes and tastes of the modern consumer in these fast-moving times. Delicious ready meals for today's needs: The ready meals are heated in the microwave without being removed from the sealed packaging. When heated, the patented valve incorporated into the packaging film opens to release steam. A whistle tells the consumer that the ready meal is ready for consumption at an ideal serving temperature - "Fresh thinking, served."

www.micvac.com

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