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**20 PAGE
SPECIAL**
PACKAGING RECYCLING
AND WASTE
MANAGEMENT

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SAVING
WASTE
WOOD

EASTERN INFLUENCE

BREAKING
INTO CHINA

SOLVING THE PRODUCTIVITY PUZZLE

STARPACK AWARD WINNERS

FOCUS ON FROZEN

THE RISE OF
CONVENIENCE
CUISINE

END TO END TRACEABILITY

THE FUTURE
OF FOOD

MR FIX IT

MIGUEL PATRICIO

CEO, KRAFT HEINZ

Tastier, fresher, longer shelf life and more sustainable: that's Micvac's promise

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.

SACCNY-Deloitte Green Award

Micvac has just received the SACCNY-Deloitte Green Award for their energy efficient production system. In the fresh chilled convenience meal segment it



enables shelf life of up to sixty days without preservatives. This extended shelf life reduces spoilage in stores and at home.

Tasty with high quality

Thanks to the rapid 6-8 minutes combined microwave and steam cooking process, all the good flavours and textures are locked in, and the vitamin content will stay high during the entire shelf life. "If you are a decision maker and have plans to enter the refrigerated ready meals category, or would like to upgrade the quality of your existing ready meal offering, Micvac is the solution of choice," said Michael Bogdanski, CEO of Micvac. "You will have the highest quality product for the consumer that offers a true bistro-style plated food experience. Further, the packaging and process will have the best sustainability footprint on the market." The packaging is also very convenient for the consumer. When heated, the patented valve incorporated into the packaging film opens to release steam, promote even heating, and



whistles when it's at the right serving temperature to eat.

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.

For more information, call: **+46 31 706 12 30** or go to their website: **www.micvac.com**

Clearmark is coding the future at the PPMA Total Show 2019

Award-winning Clearmark Solutions, specialists in coding and labelling in the UK, will be exhibiting a growing range of ICE equipment and innovative solutions suitable for a wide range of end markets such as food and beverage, pharmaceutical, personal care, industrial and electronics.

Clearmark will focus on the benefits its solutions have delivered to customers for almost two decades, helping them to boost uptime, improve Overall Equipment Effectiveness (OEE) in the factory and to reduce the risk, cost and waste associated with poor quality coding and labelling.

On display will be the industry leading



ICE products including the Zodiac Hawk, the unique thermal transfer overprinter (TTO) with a built-in print checking system capable of checking the print of each code it produces, largely removing the need to invest in costly add-on vision systems in order to meet increasing demand from retailers for code quality checks. Equally important, the coder's ability to provide early warning of any potential loss of code quality helps to minimise production disruption and downtime, as well as reduce the risk of customer complaints or the possibility of a product recall, with its cost implications and potential damage to brand reputation.

"Because the iAssure quality check system is built-in to the machine, it has already proven to be more reliable than the standalone systems we have seen used in other factories," said Stephen Shields, Technical Director at Huntapac Produce Ltd. The Vulcan print and apply labeller will also be showcased, the first of its type to print and directly apply the label to a pack, matching the speed of the packaging line, without ever missing a pack. The

Vulcan's innovative Intelligent Motion™ drive system delivers faster and more accurate labelling with no creasing or label dropping and no chance for labels to become trapped in the system. There are also fewer moving parts, which makes the system more reliable. From the inkjet range, Clearmark will have the ICE Viper Plus on display. Capable of printing up to four lines of text at 600dpi resolution as well as barcodes, 2D data matrix codes and logos, it offers easy set up and maintenance-free operation thanks to its simple-to-replace ink jet cartridge system. All ICE machines offer the familiar user-friendly colour touchscreen CLARiTY interface and easy-to-use CLARiSOFT label design software, making it an easy solution for the operator.

If you are looking to boost uptime and get some expert coding and labelling advice, visit the Clearmark team at the **NEC on Stand D26**. Looking to discuss a solution before the PPMA? Give the Clearmark team a call today on **01159 640144** or email: **enquiries@uk.interactivecoding.com**