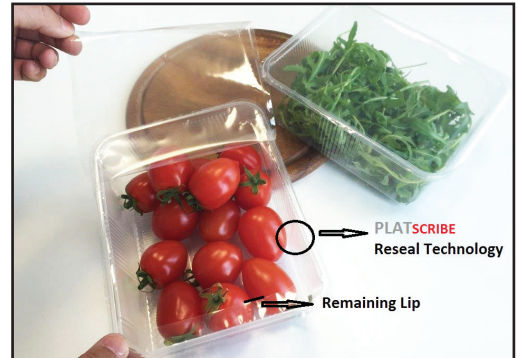


Product Guide:

PLATSCRIBE LIDDING FILMS



TECHNICAL DETAILS

- PET/heat sealable, weldable PET
- Can be PET/OPP or OPP/OPP
- High barrier laminate versions available
- MAP (Modified atmosphere packaging). Available with either micro or macro perforations.
- Pressure sensitive adhesive
- Reverse and/or surface printed
- Lasered openings patent pending, dual-ovenable also patent pending

A revolutionary film lidding development suitable for general prepared and chilled rigid plastic packaging applications e.g. deli packs, food to go, sliced meats.

Typical packaging solutions involve CPET, PP or Aluminium trays sealed with barrier lidding films and then either labels, sleeves or boxes are applied to the sealed tray to provide the necessary legal and nutritional data and deliver improved pack appeal and shelf presence to drive sales.

This is a new laminate film development that enables the removal of the final outer packaging and/or labeling stage.

This duplex laminate can be clear or printed. Certain possible laminate structures provide for a patent applied for lidding film which is suitable for use in a microwave or conventional oven. Utilising laser-scribing technology and pressure sensitive adhesives, the printed duplex barrier film can be delaminated (the top web pulled away from the bottom by the consumer). This gives an easy open system to the consumer which can then be reclosed after use. When used in conjunction with a multi compartmented tray the packs can be used for portion control.

THE
PLATINUM
PACKAGING
GROUP

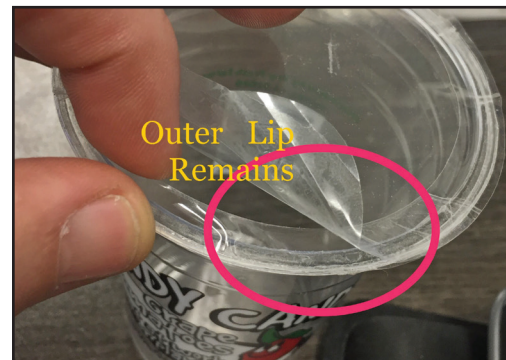
7627 SOMERSET BLVD.
PARAMOUNT, CA 90723
TEL: (562) 630-6700
FAX: (562) 630-6716
WWW.PLATINUMPKGGROUP.COM

PLATSEAL
Vertical Rollstock
Overwrap & Lidding Films

**PLAT PEELABLE
LIDDING**
For All Tray Types
LAMINATED
& COATED

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PLATSCRIBE LIDDING FILMS



BENEFITS

- Significant cost benefits are accrued to the packer and retailer as a result of eliminating the need for any printed secondary packaging such as cardboard sleeves or cartons
- The overall carbon footprint of a ready meal pack is significantly reduced due to the elimination of the secondary packaging, as well energy savings at the packing stage and weight reduction in transit
- Packing line performance is enhanced due to only using a tray sealing process without the need for secondary sleeve or box application
- Enhanced packed product safety - the lidding film that is cooked is free from contamination by ink and adhesives and entirely food safe
- Consumer satisfaction is improved - meets the needs for consumer convenience cooking
- Differentiated pack design to drive sales – uniquely different to packs utilising secondary packaging with no compromised on the ability to include graphics and necessary information
- Ready meal product safety improvement– unlike with the use of sleeves or boxes, product substitution by consumers in store is not possible
- Cost effective – this technology can be used on standard tray sealing lines & no line modifications are required
- Reclosable lids enable consumer portion control, obesity management and minimise food waste in the home
- For multi-compartment packs, individual portions can be opened and resealed rather than the entire pack e.g. deli trays, dips, wet salad selections
- Cooking instructions and nutritional information can be printed on the reverse side of the removal top web or alternatively on a base label

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