

**MEDIA RELEASE**  
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## **Retail Delis Get European Packaging Edge**

For retailers keen to reinvigorate their in-store delis and increase turnover, Cryovac's Slicepak® offers great benefits, already enjoyed by numerous European market leaders.

Slicepak offers ultimate packaging convenience for retailers of pre-sliced foods such as processed meats, cheeses and other small goods by reducing labour costs, boosting shelf life and maximising hygiene while also offering the best in product presentation.

"Slicepak allows cheese and smallgoods to be centrally sliced and packed while still retaining the look and feel of product sliced in the store", according to Cryovac® Processed Meat Market Manager Adrian Smith.

"The goods boast the appearance of an over-wrapped foam tray which consumers associate with freshly sliced product, but it also has the shelf life of a MAP pack which makes it the perfect solution for pre-sliced products sold through the deli," Smith said.

The packaging system utilises Cryovac® barrier shrink lidding film applied through a tray sealing machine. A unique rigid support allows sliced products to be placed onto the trays. The pack is gas flushed during the packaging process, to ensure optimum shelf life. The lidding film shrinks during the sealing process, holding the product in place, giving excellent pack appearance and allowing the possibility for vertical display. The combination of rigid support and barrier shrink lidding film also produces a peelable, easy open package, maximising consumer convenience and appeal.

"As overseas success has proven, consumers like to purchase a pre-sliced product from the traditional deli. Slicepak allows for this as well as offering considerable labour saving and hygiene benefits to Australian retailers."

**To find out more about Slicepak, please contact Adrian Smith on (03) 9358 2416 or email [adrian.smith@sealedair.com](mailto:adrian.smith@sealedair.com)**

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