

MEDIA RELEASE **September 2006**

CRYOVAC[®] OFFERS NEW VPP SYSTEM FOR ENTRY LEVEL MARKET

Packaging innovator Cryovac[®] announces the local release of a new entry level market solution suited to a range of popular food products including pre-packaged lettuce, oils, eggs and soft cheeses. Cryovac's entry level machines are suitable for a wide range of vertical form fill applications for cold and hot fill product, including solids, powders, fluids and solid/fluid combinations.

The introduction of the new stainless steel machine now means Cryovac's Vertical Pouch Pack (VPP) solutions are now priced from AUD\$49,500 (NZ\$65,000).

Kaye Spence, VPP Market Manager for Cryovac in Australia and New Zealand says Cryovac's entry level offer is a viable alternative to glass, can or rigid plastic containers for smaller food processors.

"The new VPP solution marks the next step up from hand packing to automation", Spence said.

Cryovac's extensive range of form fill and seal solutions for food manufacturers can pack produce as small as a credit card right up to over 30 litres in volume. With many additional features such as easy open, gas flush and vacuum options - as well as twist tie top and gusseted packs - Cryovac's VPP range meets the varying needs of different food processors.

With the demand of fresh and frozen pre-packaged food increasing, the form fill seal application of the new stainless steel machine will increase food processors' productivity. This includes reducing overall packaging costs, OH&S (Occupational Safety and Health) costs, and a boost in labour savings.

"The wider range of Cryovac systems offer unique solutions to common difficulties such as pouring liquid products from a pouch like the Cryovac Handle Pack, solutions for retorted foods, angle seal for piping, and Gusset K Seal which prevents mould growth in corners of packs of cream cheese and processed cheese," Spence explains.

Cryovac have been working for the last decade to streamline its product offer for manufacturers in both Australia and New Zealand that don't have the huge volumes of their European and US affiliates.

"The Australian and New Zealand market requires more flexibility than in the US and Europe, so for some of our smaller customers VPP has now become a cost-effective alternative. The VPP system generates substantial savings over an entire business" Spence added.

Other features of VPP packs include an optional 'easy open' tear feature for convenience and various print and label options for pack identification and shelf appeal.

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To find out more about Cryovac VPP please contact Kaye Spence on +64 (0)274 912 945 or visit the Sealed Air website www.sealedair.com-

Media Backgrounder

MORE ABOUT CRYOVAC

Sealed Air Corporation (Sealed Air) is a leading global manufacturer of a wide range of specialty food and protective packaging materials and systems with annual revenues exceeding USD\$3.5 billion dollars. Sealed Air products reach almost 80% of the world's population and local clients include the major retail chains and their key suppliers. In 2006, Sealed Air was voted Best Packaging Company by the industry champions of the world-famous Fortune 1,000 ranking.

Cryovac[®] is a registered trademark of Sealed Air Corporation. Cryovac Packaging and Cryovac Food Solutions are business units of Sealed Air and global leaders in innovative flexible and rigid packaging materials, systems and services for a wide range of food applications. With more than 1500 employees throughout the region, Cryovac Australia, New Zealand and Asia (AP) operate Manufacturing facilities in Melbourne and Brisbane (Australia); Hamilton, Rotorua and Porirua (New Zealand); and Japan, Malaysia, India and China (Asia).

Sealed Air is dedicated to permanently improving its environmental performance and strives for safety and environmental excellence, while also ensuring that plastic food packaging is more efficient than ever. The company is actively engaged in source reduction and total material utilisation through recycling or reuse of industrial scrap, otherwise energy recovery through appropriate incineration.

The AP Sealed Air website can be found on www.sealedair-ap.com

Copies of Cryovac illustrations and photos included in this press release can be obtained in the required format upon request.

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