








## Fresh Thinking from LINPAC Packaging

The natural alternative for white meat and fish.

Designed as the new environmental standard in MAP trays, more natural in appearance, this latest tray solution from LINPAC offers retailers and packers a lightweight and efficient packaging solution for poultry without compromising on performance or environmental credentials.

### FOR THE PACKER/PROCESSOR




-  Ease of use - compatible with current machines, settings and lidding films
-  Adds value to your bottom line – lightweight, optimised tray weights ensure production efficiency
-  Offers enhanced shelf life versus PP - pack plus 12 days on poultry and plus 8 days on red meat
-  Cost efficient - unique ribbed base designs removes the need for 'soaker' pads, so disliked by consumers
-  Reduce waste - less pack damage through rigid design

For further information on Rfresh® MB or any other LINPAC Packaging solutions, please email [info@linpacpackaging.com](mailto:info@linpacpackaging.com) or visit [www.linpacpackaging.com](http://www.linpacpackaging.com)



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## FOR THE RETAILER

-  Enhances your environmental credentials -10% less carbon footprint than an equivalent PP tray and is recyclable
-  Shelf efficiency - straight wall design for effective chiller cabinet stock control
-  Brand management - offers a 'natural' look to your product display



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*fresh thinking!™*