

THE NEW **PACKAGING SYSTEM**

# FlatMap®

BY SEALPAC®

Up to  
75%  
less  
plastic



## Less plastic, more communication and optimal shelf life

A new SEALPAC packaging innovation puts sliced meat, dairy and seafood products in the spotlights. FlatMap® creates a fresh, new look at retail, but also convinces with a resource-saving use of materials. An outstanding feature of the FlatMap® system is its quality in reclosability. Depending on customer requirements, the new solution can be supplied as either peelable or reclosable.

## Benefits:

- Attractive looks, ready-to-serve packaging
- Plenty of space for product information and branding
- Up to 75% reduction in plastic
- Entirely new level of reclosability

**SEALPAC®**

*Forming Innovations*

**RESOURCE-SAVING**  
AND ATTENTION-GRABBING

# FlatMap®



Ideal for  
all types of  
sliced foods

Strong branding and storytelling  
due to optimal printability

Perforation  
enables sustainable  
separation of liner  
from carrier

First-class storage  
in refrigerator  
due to (optional)  
reclosure

Perfectly flat  
packaging with maximum  
freshness owing to MAP process



## Optimal protection of your product, fresh looks at retail

With FlatMap®, sliced products are packaged safely, under highest quality, and in a striking manner. The product is placed on a flat cardboard carrier and securely sealed under modified atmosphere. Consumer-friendly opening of the pack is ensured by a peel tab. As an option, reclosable films can be used for the FlatMap® packaging system, to allow for optimal freshness until the very last slice.

The cardboard carrier can be printed on both sides, therefore offering plenty of space for product explanation and branding. As such, it becomes a true eye-catcher on the retail shelves. Supported by an attractive design, sliced meat, cheese or seafood products are ready to serve from their packaging on the table.

## FlatMap® at the forefront of reduced material usage and improved recycling

The innovative alternative to common MAP solutions is based on renewable raw materials. The cardboard carrier, produced from bleached or unbleached fibre, is coated with a polymeric protective layer that provides a reliable barrier against fat, moisture and oxygen. This allows FlatMap®, in comparison with other modified atmosphere packaging, to save up to 75% in plastic.

After taking out the product, the thin polymeric layer is easily removed from the cardboard carrier by means of a peel tab, to allow for separate disposal and optimal recycling of the various parts: the liner and film (plastic), as well as the carrier (cardboard).

## Advantages at a glance:

- A whole new, striking product presentation at retail
- Securely sealed under MAP for maximum shelf life
- Resource-saving by using up to 75% less plastic
- Improved recycling due to easy separation of plastic liner from cardboard carrier
- Excellent handling on all SEALPAC A-series traysealers

## SEALPAC – your package to success.

As a high-precision manufacturer, we support our customers in reaching their targets. We work together to create cost-effective and guaranteed high-quality solutions. Our flexible and dedicated approach will guide you in exploring individual alternatives to help shape your future.

## Your SEALPAC distributor: