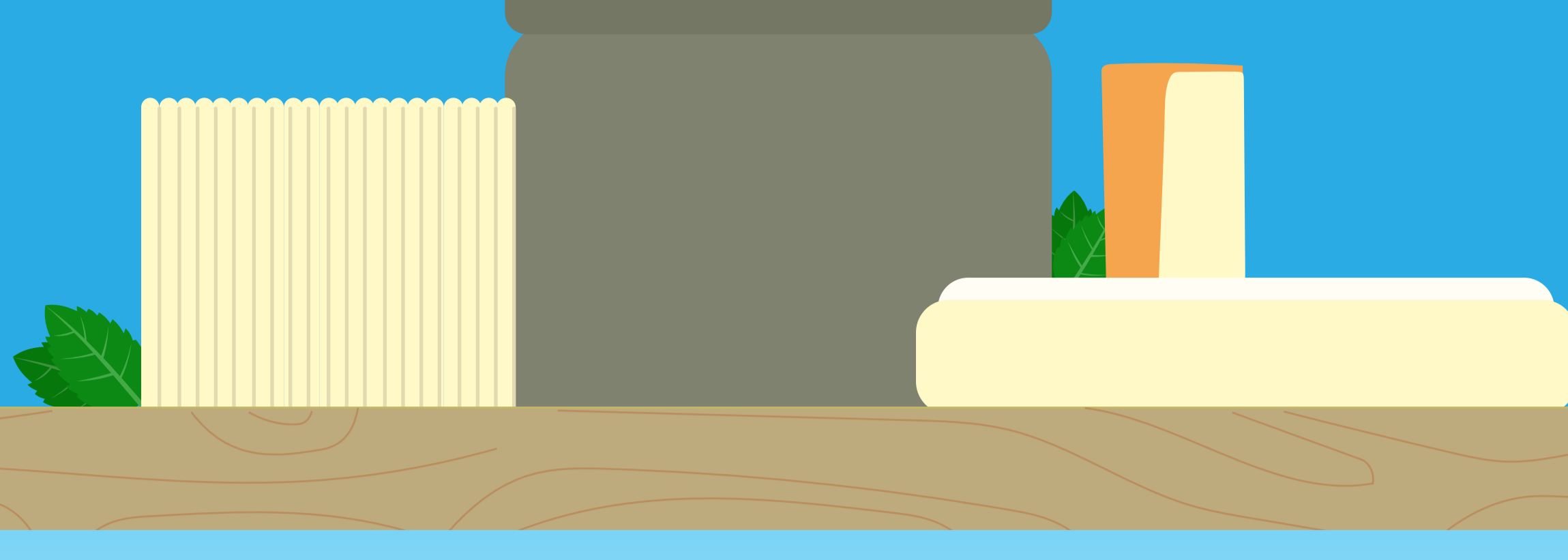


SMOOTHLY CONFIDENT

A FRESH TAKE ON SOFT CHEESE PACKAGING



When it comes to soft cheese, small differences matter. Any true cheese lover knows just how important a fresh taste and smooth texture are to their experience.

Choosing the right packaging is vital. Get it wrong, and within three weeks of transit and time on the shelf, months of work could be wasted...not to mention the negative effect of disappointing consumers. **Consumers won't tolerate a sub-standard product for long, so producers need to select the packaging that helps soft cheese live up to expectations.**

PUT FLAVOUR FIRST

Soft cheese isn't a commodity product. It's a sensory experience that takes the consumer on a journey.

From farmhouse to cheese plate, Matrix improves moisture exchange to make sure nothing is lost along the way.



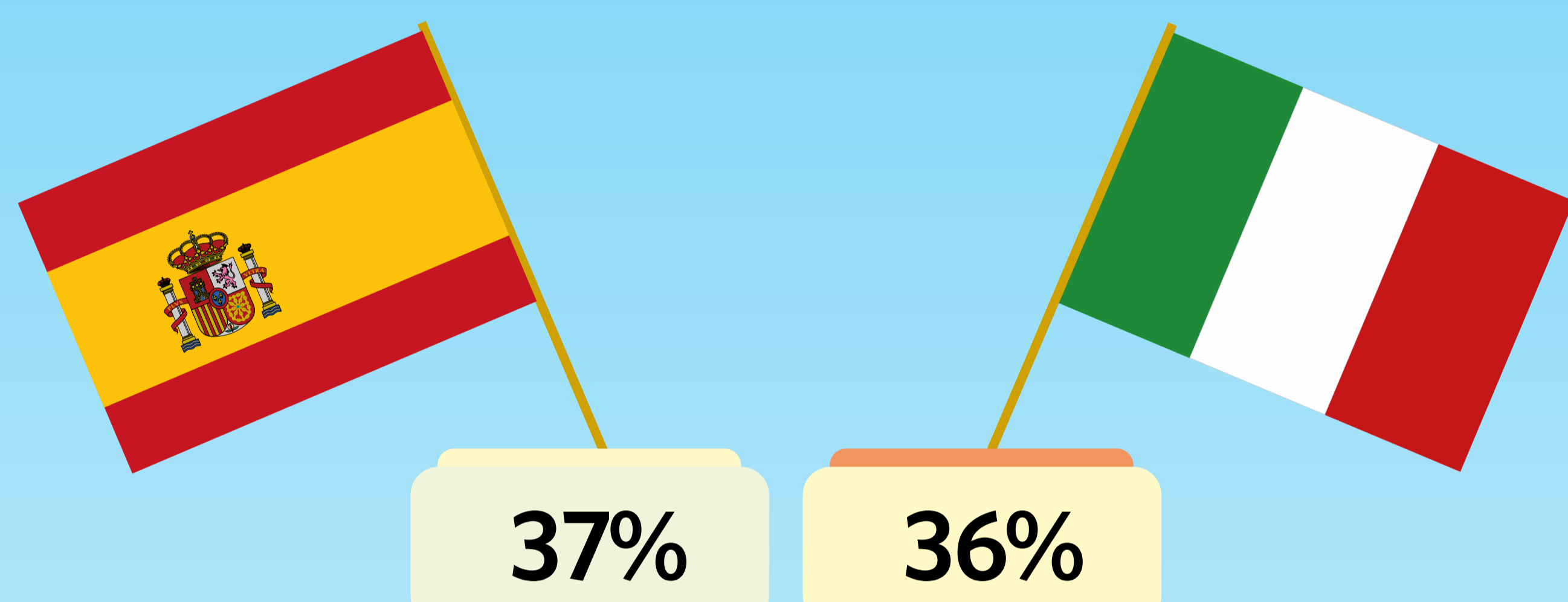
KEEP SAFETY IN MIND



Cheese enthusiasts love a rustic experience – but not at the expense of food safety.

Matrix's paraffin-free design helps meet demand for the highest hygiene standards, without compromising on taste.

LAST FOR LONGER



Extending shelf life is a win for retailer and consumer alike. Less waste, longer time between restocks and better sustainability are just some of the benefits.

Matrix can help control shelf-life and optimise maturation. The shelf-life of Grand Brie, for example, can be doubled from 45 to 90 days due to more breathable packaging.

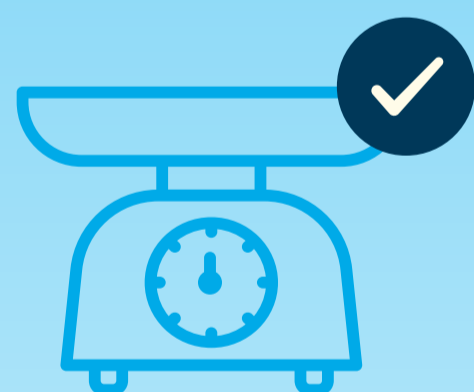
37% of consumers in Spain and 36% of those in Italy agreed with the following statement:

“CHEESE GOES OFF TOO QUICKLY!”

MADE TO BE RECYCLED



Reduces costs spent on raw materials



Reduces weight loss



Minimises cleaning time due to absence of paraffins



Extends storage time up to 12 months, compared with only six months with paraffins

Consumers are becoming ever-more conscious of the environmental impact of their food choices.

Matrix structure is designed with sustainability in mind. No wet strength paper allows for better recycling performance. So, designing packaging with a no wet strength paper structure greatly increases the recyclability in the paper stream of said packaging.

STAND OUT FROM THE CROWD



In the soft cheese aisle, you have only a short window to grab the consumer's attention – aesthetic appeal counts.

Matrix offers a smoother packaging surface made from paper and PE for greater on-shelf impact.

MAKE PACKAGING YOUR DIFFERENTIATOR

Consumer needs are changing. Product story, health benefits, dietary options and sustainability are all important factors in purchase decisions. Soft cheese producers can use packaging to be at the forefront of this trend and offer a more pleasurable consumption experience. Welcome Matrix – the industry's first breathable polymer layer soft cheese technology. Amcor's Matrix range is premium, paraffin-free and paper-based packaging that improves moisture exchange and ensures consistent taste throughout the product lifecycle.



With Matrix, you can make the small differences matter.