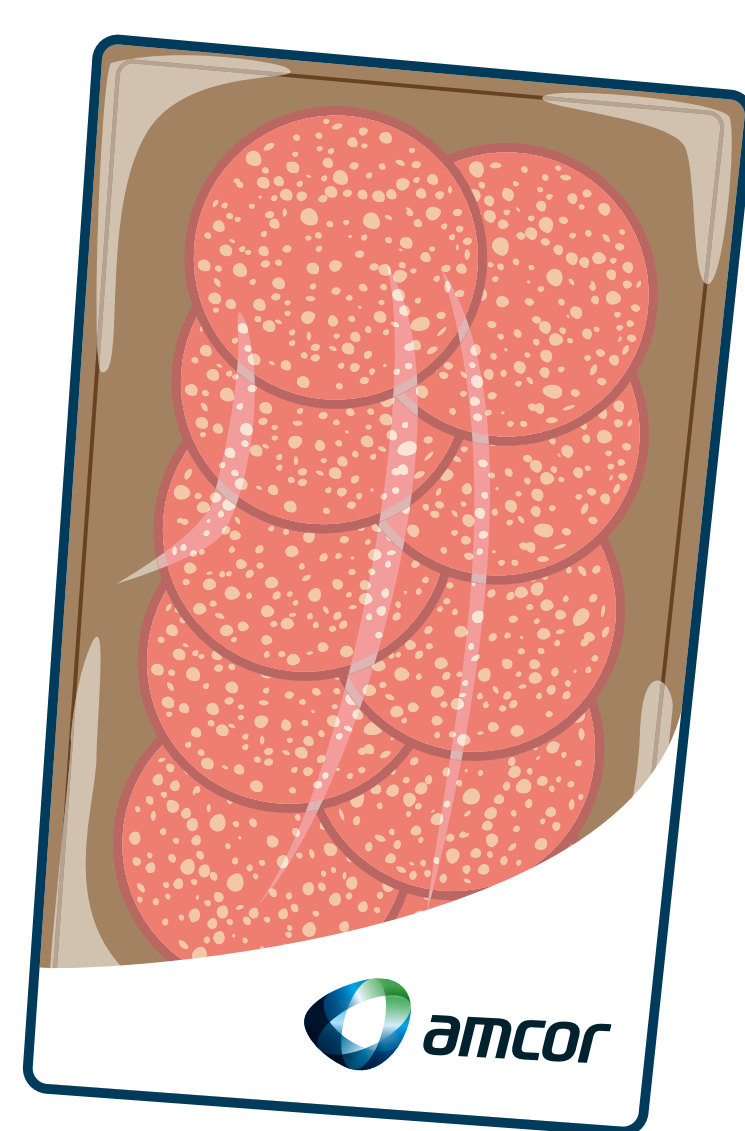




The power of **PackPyrus** natural-looking, high-performance and more sustainable



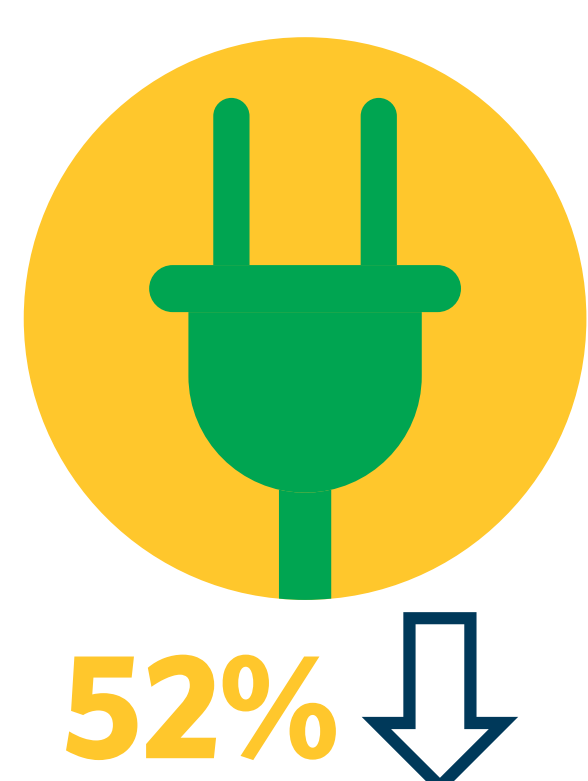
A lot goes through shoppers' minds when they are choosing sliced meats. Does the product look yummy? Will it stay fresh? Will it keep well even after I've opened it? Price and brand familiarity are, of course, an essential part of their choice. But before consumers even get to opening and trying your product, **packaging has the power to entice or deter a consumer.**



PackPyrus by Amcor

TICKING ALL THE BOXES FOR SLICED MEATS

BETTER FOR THE ENVIRONMENT



52% ↓

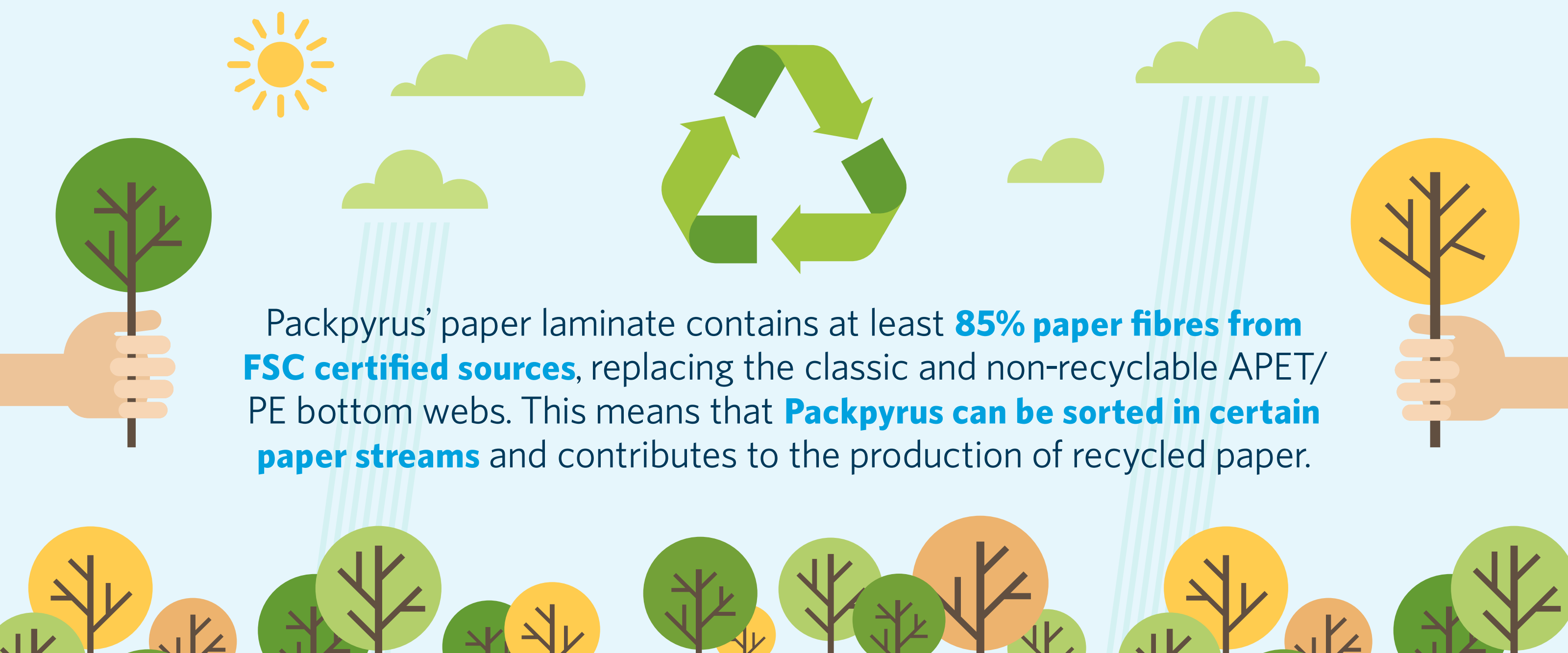
56% ↓



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

Packpyrus uses a lightweight, thermoformable paper-based tray. It delivers a **52% reduction in non-renewable primary energy** and a **56% reduction in carbon footprint** compared to traditional plastic APET/PE trays.

BORN TO BE RECYCLABLE*



Packpyrus' paper laminate contains at least **85% paper fibres from FSC certified sources**, replacing the classic and non-recyclable APET/PE bottom webs. This means that **Packpyrus can be sorted in certain paper streams** and contributes to the production of recycled paper.

STAND OUT FROM THE CROWD

In the sliced meat aisle, you only have a short time to grab the consumer's attention –shelf appeal counts.

Packpyrus stands out with its artisanal 'kraft paper' look and feel. It naturally appeals to consumers looking for more environmentally sustainable packaging and who prefer a traditional-looking product.



LESS COSTS AND WEIGHT



As well as being more sustainable, **Packpyrus is also 10-30% lighter than traditional plastic-based packaging.** The lighter weight makes it more energy-efficient to transport along distribution channels.

PackPyrus A WINNER FOR BRANDS AND CONSUMERS

Recent Amcor research found that **83% of consumers check on-pack instructions to know how to dispose of packaging.** Sustainability is clearly climbing the agenda of consumer consciences.

With Packpyrus, brands can strike the delicate balance between meeting consumer demand for more sustainable options, accelerating their company sustainability targets, while also being cost effective.



To find out more about Packpyrus, [click here](#) or talk to [Rosalia Rosalinova](#), Senior Marketing Manager Amcor Flexibles



*where paper recycling stream is available