

More sustainable minced meat packaging: Why trayless is the way to go

Explore the benefits of switching to trayless minced meat packaging, including improved sustainability credentials, streamlined logistics, and better performance for consumers.



Minced meat is a staple of many meals. Affordable and accessible, it's a beloved ingredient for consumers. It needs to be packaged in a way that is both practical and more sustainable. Sustainability matters to consumers, and the recyclability of packaging directly impacts their purchase decisions.

Our trayless, recycle-ready packaging options are convenient and easy-to-use. Break free from the conventional option and explore alternatives to enhance freshness, reduce waste.

BENEFIT 1

Reduces plastic

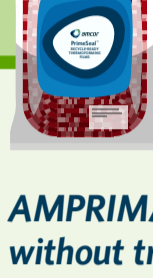
Both of our trayless packaging options help your brand to significantly reduce plastic use compared to traditional minced meat packaging.



AMPRIMA® PrimeSeal™ recycle-ready forming film

- **63% plastic reduction** vs MAP (rigid preformed tray + lidding film).
- **Recyclable in the PE stream** as certified by cyclos-HTP.
- Cut your packaging's carbon footprint **by 89%** compared to MAP.

♻️ RECYCLE-READY
♻️ LOWER CARBON FOOTPRINT
👉 LIGHTWEIGHTING



AMPRIMA® PrimeSeal™ Flowpack Pro without tray

- **85% weight reduction**, resulting in significant lower plastic use*
- **Recycle-ready packaging** using mono-material barrier films (mono PP) as certified by cyclos-HTP.
- Up to **89% lower carbon footprint***

*compared to rigid preformed tray + lidding film
♻️ RECYCLE-READY
♻️ LOWER CARBON FOOTPRINT
👉 LIGHTWEIGHTING



WHY MAKE THE SWITCH...

Consumers are increasingly prioritizing sustainability, with 60% of European buyers stating recyclability affects their purchase decisions.** By adopting recycle-ready packaging now, you not only align with current consumer preferences but also proactively comply with the forthcoming EU regulations set for 2030, giving your business a competitive edge today.

**Amcor Research, 2023.

BENEFIT 2

Reduces food waste

Easy-to-use and convenient, our trayless packaging options keep fresh meat protected with strong barrier protection – allowing your brand to maintain food freshness for longer and avoid unnecessary waste.



AMPRIMA® PrimeSeal™ recycle-ready forming film

- Increase shelf life by **2–3 days** with vacuum packaging that removes all oxygen.
- Excellent puncture resistance and easy-peel opening.

♻️ RECYCLE-READY
♻️ LOWER CARBON FOOTPRINT
👉 LIGHTWEIGHTING



AMPRIMA® PrimeSeal™ Flowpack Pro without tray

- Excellent food protection, with high barrier not sensitive to humidity.
- Easy open performance to avoid contact with raw product when cooking.

♻️ RECYCLE-READY
♻️ LOWER CARBON FOOTPRINT
👉 LIGHTWEIGHTING



WHY MAKE THE SWITCH...

Reducing food waste benefits the environment and consumer budgets while maintaining trust with your customers.



BENEFIT 3

More efficient delivery and storage

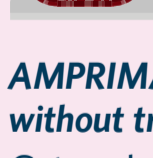
Both retailers and brands benefit from improved logistics by switching to trayless packaging, which saves space in trucks, storage facilities, retail display and the home.



AMPRIMA® PrimeSeal™ recycle-ready forming film

- **Save space** in storage and transportation.

♻️ RECYCLE-READY
♻️ LOWER CARBON FOOTPRINT
👉 LIGHTWEIGHTING



AMPRIMA® PrimeSeal™ Flowpack Pro without tray

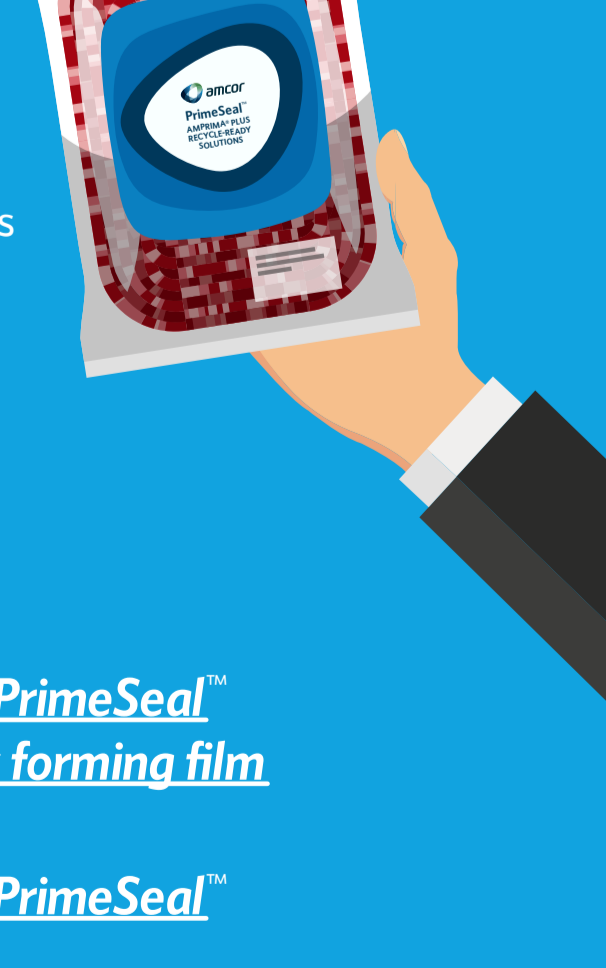
- Cut packaging, logistics, and storage costs, translating to **savings** for both distribution and packaging materials.

♻️ RECYCLE-READY
♻️ LOWER CARBON FOOTPRINT
👉 LIGHTWEIGHTING

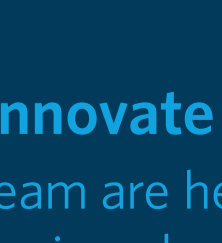


CONCLUSION:

Trayless packaging for minced meat offers a win-win solution. It reduces plastic use, minimizes food waste, and streamlines delivery and storage. With consumers seeking sustainability and convenience, trayless packaging is poised to transform the minced meat industry for the better.



AMPRIMA® PrimeSeal™
recycle-ready forming film



AMPRIMA® PrimeSeal™
Flowpack Pro

Inspired to innovate your packaging?

Our Catalyst team are here to help you bring the maximum appeal to your minced meat packaging with premium design solutions. Let's create better, together.

[Find out more here](#)

Want to talk about meat, fish and poultry packaging?

Contact our expert Rosalia Rosalinova at:

rosalia.rosalinova@amcor.com