



Packaging Solutions for Fresh Poultry



- ◀ PVDC-free.
- ◀ Less plastic.
- ◀ More shelf life.
- ◀ Weight reduction.
- ◀ Thinner & stronger.

Thinner & Stronger. PVDC-free. Weight reduction.

For food processing

The food packaging industry is being constantly challenged to reduce costs and squeeze profitability. The high-quality solutions from Krehalon facilitate competitive advantage through the commercial gains from its packaging solutions.

Technical advantages:

- ◀ Labour cost reduction
- ◀ No need for trussing
- ◀ Material savings – thinner plastic & no tray needed
- ◀ Vacuum or gas (MAP) formats
- ◀ No metal clips for metal detection
- ◀ Easy open tab
- ◀ Attractive presentation – Bespoke print on pack

Less plastic. Less waste. More shelf life.

For Retailers

Our core focus is to preserve the quality of fresh food whilst maximising shelf life and presentation appeal. By doing this, we contribute to reducing food waste, and the associated carbon footprint.

Technical advantages:

- ◀ Reduced carbon footprint
- ◀ CEFLEX and REDcycle™ compliant
- ◀ Superior pack presentation – bespoke printing
- ◀ Less plastic – no tray needed
- ◀ Clean & hermetically sealed packs
- ◀ Holds shape when packed – removes the need for trussing
- ◀ Easy-open tab
- ◀ Film available clear, or printed

Krehalon product overview – Fresh poultry applications

Bird	SBR™ Shrink Bag replacement Formshrink®
Chicken	✓
Duck	✓
Pigeon	✓
Turkey	✓

Consistency of product quality is our highest priority

Integral to Krehalon is to ensure its manufacturing facilities adhere to global safety, quality and operational standards. As such, the company's two extrusion sites and four conversion sites all comply to ISO and/or BRCGS certifications.





Duck



Chicken

SBR™ Shrink Bag Replacement

SBR™ is the automated offering from Krehalon. This offers impressive labour savings, and increased production efficiency due to less material and less product wastage

Bespoke printing & decoration

Customers have the option to print their bespoke designs directly onto our material since Krehalon has a 10-colour flexographic printer inhouse. This gives branded products outstanding appearance and shelf appeal.

Case study:

Benefits of Formshrink® packaging automation.

Country: **Poland** Application: **Retail whole chicken (Lidl)**

67% Labour reduction

Before

Packing method	Shrink Bags
Labour	6 persons
Output	40 chickens/min

After

Packing method	Formshrink®
Labour	2 persons
Output	40 chickens/min

Conventional Tray



Formshrink®



Formshrink® offers 80% packaging weight reduction.

Fresh poultry is a perfect application for Formshrink® since it is a high volume, uniform weight and shaped product.

In many markets globally, including USA, Eastern Europe, Oceania whole chickens are still packed in shrink bags with clips, which is a highly labour intensive packing process that can be change to an efficient automated packing process.

The thermoforming mould is designed to follow the shape of the bird exactly, a 3D-shaped bag offers superior shrink presentation and helps keep shape without trussing. The hermetically sealed pack meets current market needs to prevent campylobacter, amongst other issues, in retailers and the supply chain. For consumer convenience, there is an easy-open tab.

A further benefit, unique to Krehalon, due to its 10-colour flexographic printer inhouse, is the ability for customers to have bespoke designs printed on the high-quality films thereby removing the need for expensive C label or difficult label application that affects pack presentation.

Formshrink® thermoforming films

Formshrink® is ideal for consistent and uniform shape, high volume products.

Formshrink® is a thermoforming, vacuum-seal and shrink process. Formshrink® uses thermoforming technology with two separate shrink films — a top web and a forming (base) web.

The films are pre-heated and vacuum formed into bespoke shaped pockets, tailored to match the product. The product is then placed into the formed pockets and transferred onto the sealing station where, after evacuation, the top web is hermetically sealed onto the formed base web. The last step is the shrink process that provides a skin-tight presentation of the product.



Formshrink®

Holds shape and removes
the need for trussing



Our Goal: Contribute to a sustainable world.

Krehalon takes its membership to CEFLEX, UK Plastics Pact, REDcycle™ and Recoup seriously. As such, it is of major importance for Krehalon to offer material solutions that are “recycle ready”, compliant with CE or REDcycle™ and products that contain recycled content.





Preserving
Quality
Together

Why Krehalon?

Krehalon is a manufacturer and distributor of high-quality, PVDC-free flexible shrink barrier films and bags. Its products are for the fresh red meat, processed meat, poultry, seafood and cheese industries. More recently, Krehalon has extended its portfolio to include solutions for alternative proteins. The company uses patented technologies, market-driven expertise, and extensive product knowledge to develop innovative solutions that meet customer needs.

Headquartered in the Netherlands, the company has regional offices to serve its direct markets and has an extensive distribution network across the globe.

Krehalon is a wholly owned subsidiary of Kureha Corporation, a Japanese specialty chemicals and plastics manufacturer, listed on the Tokyo stock exchange, whose philosophy is to support an ever-changing society, changing it for the better. To realise this, the corporation is committed to good Employership and invests in R&D to find innovative solutions for a more sustainable world.



www.krehalon.com



Krehalon b.v.