



RAP

TITLE	Extended cold sandwich shelf life using modified atmosphere wedges
COMPANY / ORGANIZATION	
FOOD CHAIN AREA	5. Point of purchase – Retail or Food Service
KEYWORDS	modified atmosphere, hermetically sealed, oxygen scavenging, barrier film, carton board, laminate, sandwiches, cartons, retail packaging
ISSUE ADDRESSED	Due to their limited shelf life, a high proportion of prepared cold sandwiches goes to waste. DayFresh™ and standard cartonboard sandwich packs for chilled sandwiches are suitable for display for only 1 to 3 days.
SOLUTION	<p>An extended shelf life of chilled sandwiches can be achieved using RAP's Modified Atmosphere (MA) Carton Sandwich Wedge. As the world's first hermetically sealed carton sandwich pack, freshness is sealed in and products are protected from contamination. Its barrier film flushes out gasses, achieving less than 1% residual oxygen inside the wedge. The MA Wedge is made from sustainable carton board and film laminate, reducing the need for oil-based plastics. It also features easy perforated openings, anti-mist windows, and high quality print surfaces for branding.</p> 
EXPECTED BENEFITS	<p>Extended shelf life/reduced food waste: Depending on the ingredients, a shelf life of up to 28 days can be achieved; this can significantly reduce the amount of wasted product.</p> <p>Reduced costs: MA Wedges are 20% lighter than equivalent packaging, resulting in decreased production and shipping costs.</p> <p>Improved resource efficiency: Reduces the need for oil-based plastic by 80% compared to plastic skillets. Carton board is also widely recyclable.</p>
CASE LINK	<p>http://www.rapuk.com/wp-content/uploads/2013/10/17740_RAP_white-paper-doc-LR2.pdf (Pages 5-8)</p> <p>http://www.rapuk.com/product/carton-wedge-long-life-freshpack-2/</p>
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