



INNOVIA FILMS

TITLE	Extending fresh produce shelf life using MAP
COMPANY / ORGANIZATION	
FOOD CHAIN AREA	<p>5. Point of purchase – Retail or Food Service</p> <p>6. Consumer</p>
KEYWORDS	modified atmospheric packaging, MAP, flexible film, moisture absorbing
ISSUE ADDRESSED	A high amount of food waste occurs along the supply chain due to the limited shelf life of fresh produce.
SOLUTION	<p>Viridiflex® is a transparent film made from compostable, renewable raw materials that extends the shelf-life of fresh produce by modifying the atmosphere in pack. Viridiflex keeps products drier than conventional films, while NatureFlex™ film provides a degree of permeability to moisture. Together, controlled moisture release prevents dehydration on one side and mould growth on the other. Specific oxygen barrier properties can be manipulated using Adapt MAP laser technology to maintain optimum gas levels. Viridiflex can be used for vertical form fill seal and flow wrap applications, or as lidding film.</p>  <p>ASDA's Extra Special Cornish Crystal Potato packs using Viridiflex film.</p>
EXPECTED BENEFITS	<p>Extended shelf life: Tests have shown that potatoes or parsnips wrapped in Viridiflex are as fresh on day five as on the day they were packed.</p> <p>Improved customer satisfaction: ASDA customers have benefited from a significant increase in product life and end of life product quality. This was highlighted by a report of a 92% year on year reduction in complaints in the first five weeks of the Extra Special Cornish Crystal Potato season using Viridiflex film.</p>
CASE LINK	http://www.innoviafilms.com/NatureFlex/Case-Study.aspx?id=14
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