



## AMCOR

<b>TITLE</b>	Extending strawberry shelf life with Amcor P-Plus® lidding film
<b>COMPANY / ORGANIZATION</b>	
<b>FOOD CHAIN AREA</b>	<b>5. Point of purchase – Retail or Food Service</b>
<b>KEYWORDS</b>	P-Plus lidding film, strawberry, shelf life, perishable goods
<b>ISSUE ADDRESSED</b>	Strawberry normally has very short shelf life, of only one to three days. The quality and shelf life of the fruit in part depend on post-harvest storage conditions. Many varieties of strawberry exist, each with their specific respiration rate, requiring tailored storage conditions.
<b>SOLUTION</b>	<p>An extended shelf life of strawberry can be achieved using tray with Amcor's P-Plus® lidding film. Amcor Flexibles worked on carefully modifying the permeability of its lidding film using P-Plus® micro-perforation technology to ensure that film permeability matches product's respiration rate. It also investigated shelf life extension across all varieties and throughout the entire season. Amcor developed an extensive range of tailored permeability films designed to maintain freshness and extend shelf life of fresh produce.</p> 
<b>EXPECTED BENEFITS</b>	<p><b>Extended shelf life:</b> This technology has been shown to increase the shelf life of strawberries to at least four days from packing. The quality and taste were maintained throughout the additional days of shelf-life, for all varieties of strawberries.</p> <p><b>Reduced in-store waste:</b> With Amcor's P-Plus® lidding film, fresh produce stays longer on shelf. The technology has been shown to help reduce in-store food waste by up to 50%.</p>
<b>CASE LINK</b>	<p><a href="http://www.amcor.com/CMSPages/GetFile.aspx?guid=bd9773a8-8c2a-4126-8af6-ec919539c49b">http://www.amcor.com/CMSPages/GetFile.aspx?guid=bd9773a8-8c2a-4126-8af6-ec919539c49b</a></p> <p><a href="http://www.fmcgnews.co.uk/index.php?option=com_k2&amp;view=item&amp;id=846:research-into-strawberries-rewarded&amp;Itemid=85">http://www.fmcgnews.co.uk/index.php?option=com_k2&amp;view=item&amp;id=846:research-into-strawberries-rewarded&amp;Itemid=85</a></p> <p><a href="http://www.amcor.com/about_us/media_centre/news/from-london-to-tokyo---amcor-p-plus%C2%AE-is-a-winner/">http://www.amcor.com/about_us/media_centre/news/from-london-to-tokyo---amcor-p-plus%C2%AE-is-a-winner./</a></p> <p><a href="http://www.packagingconnections.com/p-plus-lidding-film.htm">http://www.packagingconnections.com/p-plus-lidding-film.htm</a></p>
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