

Corrugated Industry Displays Ingenuity with Liners and Coatings



Corrugated coated substrates, such as ethylene absorbing board used in fruit and vegetable trays, are helping in the battle against food waste by slowing down unwanted ripening, playing a significant role in improving further in-store shelf life and food freshness, says the Confederation of Paper Industries (CPI).

Recent research, commissioned by the European Federation of Corrugated Board Manufacturers (FEFCO), found that corrugated trays offer an effective solution for reducing the risk of contamination during delivery of fresh produce, extending the shelf life by up to three more days, compared to plastic returnable transit packaging.



Corrugated's protective qualities are serving food at both ends of the temperature scales. Barrier coated liners for cold store packing offer moisture resistant materials to meet the packaging requirements of a wide range of favourites including burgers, patties, chicken portions and meat cuts, while laminates have made it possible to produce a corrugated pack which is heat resistant to over 200°C.

As well as reducing food waste, coatings can offer attractive Point of Sale (POS) solutions. Surveys suggest that the majority of consumers make their purchasing decisions at POS and to help brands make the most of this key retail space the UK Corrugated Industry is producing sustainable and higher quality, clay coated display boards for digital printing.

These high-quality boards are becoming increasingly popular because they offer a superior printed finish to create exceptionally decorative POS displays that can boost marketing activity in-store and influence customer buying habits.

In addition to offering print sophistication and innovation, clay coated corrugated boards also cover environmental concerns as they are made using recycled paper and Forest Stewardship Council (FSC) sourced virgin fibre.

Takeaway food packaging has also been developed to help tackle the waste often associated with meals on the go. Corrugated's thermal properties are renowned – just ask pizza lovers – with its insulated fluting material keeping hot food fresher for longer, therefore encouraging the consumer to eat all the contents.

CPI Director of Packaging Affairs, Andy Barnetson, said: "The protective qualities, improved strength and better print finish offered by coated corrugated boards are further confirmation of the Industry's versatility and ability to create bespoke, sustainable and stand-out packaging and marketing solutions for brand owners."

Corrugated is meeting the modern requirements of many retailers for convenient, attractive and sustainable grocery and food packaging, while still delivering the supply chain with a highly functional packaging that enables both suppliers and consumers to benefit from improved product presentation and protection.

The Corrugated Industry is already a pioneering force in sustainable packaging that does not compromise the integrity of the goods, while innovative developments and investment in linings and coatings have led to new types of even more efficient and decorative in-store solutions.

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NOTES TO EDITORS

- The Confederation of Paper Industries (CPI) is the leading trade association representing the UK's Paper-based Industries, comprising paper and board manufacturers and converters, corrugated packaging producers, makers of soft tissue papers, and collectors of paper for recycling.
- CPI represents an industry with an aggregate annual turnover of £6.5 billion, 25,000 direct and more than 100,000 indirect employees.
- The CPI corrugated sector promotes a sustainable and renewable material, more than 80% of which is recycled.
- For facts on the UK's Paper-based Industries please visit: www.paper.org.uk.