

Attractive optics, longer shelf life, more sustainable packaging: Seafood processor Vega Salmon A/S in Denmark turns to SEALPAC's innovative FlatSkin® system

Currently more and more skin packs are conquering the retail shelves around the world. The advantages of the skin packaging system are obvious: securely sealed under deep vacuum, food products have a significantly longer shelf life and can be presented in a much more attractive way. By launching FlatSkin®, SEALPAC now offers a revolutionary solution that combines the sought-after skin packaging process with a plastic reduction of up to 75 %. Danish seafood processor Vega Salmon A/S is one of the early adopters of the FlatSkin® packaging system for its hot-smoked salmon products.



SEALPAC's FlatSkin® system at Vega Salmon in Denmark.
Perfectly suitable for an attractive and still sustainable presentation at retail.

FlatSkin® – true innovation and optical highlight

SEALPAC's recently developed FlatSkin® system combines an attractive product presentation and extended shelf life with a highly sustainable use of packaging materials. Instead of common plastic skin trays, the FlatSkin® system uses cardboard carriers that allow for double-sided printing, hence offering optimal space for product information whilst providing unique branding opportunities.

A highly transparent barrier skin film fixates the product directly onto the flat cardboard carrier, which has been coated with a polymeric protective layer. This layer provides stability to the cardboard and forms a reliable barrier against grease, moisture and oxygen. FlatSkin® packs are perfectly suited to vertical presentation (e.g. hanging or standing), making them true eye-catchers at retail. In addition, the tight-fitting skin film provides an attractive 3D effect that highlights the content to the fullest.

Renewable materials, separate disposal

The FlatSkin® system uses cardboard carriers, which can be printed on both sides by means of low-migration printing inks and varnishes. A special peel tab-solution simplifies the opening of the skin pack. After taking out the product, the thin polymeric layer is easily removed from the cardboard to allow for separate disposal. As such, the FlatSkin® system allows for a plastic reduction of up to 75 %, hence providing an answer to the food industry's increasing demand for sustainability. FlatSkin® is suitable for a wide range of product segments, such as fresh meat, cheese, poultry and seafood.

Early adopter in Denmark

Renowned Danish seafood processor Vega Salmon A/S (www.vega-salmon.dk), with its head office in Kolding, is one of the first users of the FlatSkin® packaging system for its hot-smoked salmon products, which it supplies under different brand names to international retailers. These products are produced on a SEALPAC A10 traysealer with 8-impession tooling. Each carrier has a double-sided print and hanger hole which allows Vega Salmon to guarantee an attractive vertical presentation at retail for their highquality products.

SEALPAC A10 traysealer – the exceptional class

The high-performance SEALPAC A10 traysealer is perfectly tuned to applications that require highest outputs and limited format changes. This machine reliably seals high-volume, price-sensitive products, such as minced meat, where packaging performance is decisive for the overall price and therefore the competitiveness of the product. Depending on tray size and application, the A10 will seal up to 160 trays per minute, and thus stands for top performance.



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New servo plus drive

SEALPAC A-series traysealers, and especially the A10, have been designed for continuous production processes that require maximum security. The latest generation is equipped with a new drive concept that improves the efficiency even more. This servo plus drive does not contain any corrosive mechanical parts, such as a toothed belt or spindle, and is therefore particularly low in wear and tear. Furthermore, SEALPAC's exclusively developed scissor lifting system ensures an optimal transmission of forces. This leads to significantly longer maintenance cycles, hence increasing the machine's availability while saving time and money. At the same time, air consumption is reduced by up to 90 %. Based on these technical improvements, the SEALPAC A-series traysealers provide smoothest product runs. This brings an additional advantage: the traysealers can be optimally set, so that no vibrations are generated in their immediate surroundings. Such vibrations can cause disturbances in the weighing or marking equipment on the line, or simply annoy the operating personnel.

SEALPAC A-series – reliable, flexible and efficient

Like all SEALPAC A-series traysealers, the A10 is characterized by accurate tray and film transport. The variable sealing pressure that can be adjusted to the application and tray material, as well as the exceptional clamping force of the tooling, will always provide a reliable seal for optimal product safety. By applying SEALPAC's InsideCut system, attractive packaging solutions are achieved that stand out at retail. The A-series traysealers have an innovative tooling quick exchange system that allow you to run different packaging systems with minimum downtime – for optimal flexibility. Furthermore, these traysealers are easily integrated into existing production lines.

Further information and contact

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