

# meat, poultry and seafood processors

Case-ready meats, poultry and seafood are changing the way consumers purchase perishable products in the meat department. Paper Pak Industries has been an integral part of this growing market trend, supplying absorbent solutions to meat, poultry and seafood processors both in the United States and abroad.

**The leading meat, poultry and seafood processors appreciate the many benefits provided by Paper Pak Industries' products and services:**

## Convenient Locations

Our state-of-the-art manufacturing plants are strategically located on the East and West Coasts, assuring our meat, poultry and seafood customers that we can quickly respond to their absorbent pad needs.

## Absorbent Specialists

We are the largest manufacturer in North America dedicated solely to the production of absorbent mediums for the food packaging industry.

## Comprehensive Product Line

We offer a wide variety of floor-stock products as well as the ability to design and manufacture custom products specifically tailored to the unique packaging needs of case-ready meat, poultry, and seafood processors.

## Loose Stock or Roll Goods

Our absorbent products are available as individual pads packed in convenient cases or on rolls for high volume mechanical applications.



## Thinner Pad Creates Efficiencies

Our crepe cellulose pad is thinner, therefore allowing us to pack more pads per roll or per case. More pads per roll and case create logistics and production efficiencies for our customers.

## Vertically Integrated

Paper Pak Industries controls the complete production process, from the manufacturing of the patented layered crepe cellulose core to the patented sealing process, ensuring the highest quality products possible.

## Responsive and Flexible

Our tradition of flexibility is central to our continued success. Paper Pak Industries' sales and technical staff are very responsive to individual customer needs.



# absorbent products for — meat, poultry and seafood processors

## Consumers Prefer Absorbent Food Pads

Eye-appealing meat, poultry, and seafood packages that are free from excess juice drive purchases and consumer satisfaction in grocers' perishable departments. A recent market research study confirms 85 percent of shoppers prefer an absorbent food pad in their packaged perishable foods.<sup>1</sup>



### A Pad for Every Package

Paper Pak Industries' comprehensive line of absorbent food pads is available in a variety of sizes, colors, shapes and absorbencies for specific products and package sizes. We offer a variety of pad options that give meat, poultry and seafood processors a multitude of choices for selecting the appropriate pads for your case-ready products.

### Absorbent Food Pads Make A Difference

**Superior Fluid Containment:** Superior performance in trapping free-flowing natural juices results in consumer preferred packages.

**Fresh Appearance:** Meat, poultry and seafood maintain a fresh, attractive appearance longer.

**Consumer Confidence:** Drier packages reinforce consumer confidence in the quality of your products.

**Strength Integrity:** A unique pad construction using high crepe cellulose either with or without sealed sides eliminates any tearing or separating, even under pressure.

### Our Patented Technology Delivers Quality

- Drier, fresher packages of case-ready meat, poultry and seafood products.
- A highly absorbent, strong cellulose core which locks in moisture.
- Top and bottom polymer based layers that more effectively retain juices and provide exceptional strength.
- No fluff particles to burst out when the pad is wet.
- A patented sealing process that prevents the pad from delaminating.
- Optional sealing on all four sides for superior performance in case-ready and modified atmosphere packaging applications.

<sup>1</sup> Source: InsightExpress® Household Shoppers Panel, February 2004

improving consumer satisfaction one package at a time

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