



EATING IS A VISUAL PLEASURE TOO!

ETIMEX HAS DEVELOPED RECYCLABLE, TRANSLUCENT CPET TRAYS

Everybody knows them: black, white or two-coloured CPET trays. Oven-safe and thus suitable for classical ready meals and convenience products. Not showing their contents, however! ETIMEX packaging engineers have succeeded in developing a new formula allowing to clearly see the contents of a tray.

In the highly competitive food retailing industry it is all about arguments. Arguments that provide the decisive impulse at POS to buy a product. "With the translucent CPET tray we give the end consumer the possibility to actually see what he buys. As is known eating is a visual pleasure too", says Martin Rank, Head of Sales and Marketing with ETIMEX Primary Packaging GmbH in Dietenheim.

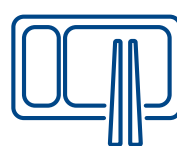
Another feature is the trays' eye-catching design. Paired with the unchanged CPET material properties, the trays are an absolute top product highlighting every ready meal at POS and distinguishing it from classical primary packaging. Due to their changed surface colour the translucent CPET trays can easily be detected - an important characteristic in waste sorting allowing to process these trays into high-quality recycle and thus to re-use them.

ETIMEX Primary Packaging aims at developing sustainable and recyclable mono-material solutions for the foods and pharmaceutical industries. Even today a major part of ETIMEX products is fully recyclable.

PROPERTIES:

- > Manufactured from crystalline polyester (CPET)
- > Temperature resistant from -40°C to +220°C
- > Suitable for microwave and conventional ovens
- > Can be pasteurised
- > Optimal sealing properties

AREAS OF APPLICATION



Ready meals



Soups