



Marketing & Strategy



Press Release

February 21, 2017

### **LINPAC ANNOUNCES LAUNCH OF LINTOP® SKIN FILM RANGE**

Brands and retailers can now benefit from enhanced vacuum skin pack presentation thanks to the newly launched LINTop® PE HB SKIN film range from leading fresh food packaging manufacturer, LINPAC.

LINPAC has designed the latest generation of high-barrier PE vacuum skin top films to enhance the performance and shelf-appeal of its Rfresh® Evolve rPET trays, resulting in the addition of an outstanding complete pack solution to its existing portfolio.

Group Marketing Manager at LINPAC, Nikki Clark, commented: “We’re pleased to launch the new SKIN series, which demonstrates our commitment to offering our customers a streamlined, total pack solution. Using our barrier film expertise to create this advanced skin pack design benefits the whole supply chain and ultimately the consumer.”

Retailers can expect greater on-shelf appeal due to the highly transparent, matt finish of the LINTop SKIN fully co-extruded top web, which delivers a secure seal when sealed at low temperatures and efficient ‘easy-peel’ opening for consumer convenience.

Furthermore, the complete vacuum skin pack solution optimises on-shelf presentation for processed and red meats and fish due to reduced pack volume, the option to display the pack vertically without cabinet adjustment and less food wastage due to longer shelf life performance.

Clear, white and black tray options are available for low profile and high protrusion – 80 to 150 µm – applications. Notably, the pack delivers improved flat-pack appearance with less tray distortion thanks to its production at lower seal temperatures.

The complete skin pack solution is designed for use on existing high-speed, suitably modified tray sealing lines and thermoforming lines, which offers greater speed to market with less risk for packers.



Marketing & Strategy

The LINtop PE HB SKIN film range joins a comprehensive range of stretch and high barrier PE and PET LINPAC films that are produced in Pontivy, France, for use with LINPAC EPS, PP and rPET trays that are manufactured in regions around the world.

LINPAC complete pack solutions present a cost-effective, single-supplier alternative for food manufacturers who wish to protect, preserve and present fresh food to its best advantage.