

Award Winning Perfect Packaging Solution for Prime Cuts

Starpack 2003 award winning meat packaging solution that delivers enhanced presentation, hygienic protection, extended shelf life and consumer convenience



Close working relationships through the value chain can lead to exciting developments, and that's clearly the case with DuPont Teijin Films (UK), Marden Wolfe Packaging Systems, Dawn Meats and Marks & Spencer.

Following a number of food health scares over recent years in the UK there is a continuing desire to boost consumer confidence in the meat industry. Clear recognition of other social factors, such as the need for increased convenience also continues to influence thinking in this highly competitive area, and so the goal of encouraging the promotion of 'The Easy and Convenient Sunday Lunch' was defined by Danny Dineen, Managing Director of Marden Wolfe.

Mr. Dineen recognised the need for innovation in the way prime cuts of meat were presented to the consumer and following extensive research into this area he approached Dr. Mark Dawes, Application Development Manager for DuPont Teijin Films to help with the challenge of presenting fresh prime cuts of meat to the consumer in a different way. "We were very impressed by the way in which DuPont Teijin Films took up this challenge. The innovative solution that we

have developed relies on the combination of fundamental properties offered by Mylar® polyester film” said Mr. Dineen.

To truly understand the challenge facing them, Danny and Mark approached Marcus Sherreard Project Manager and Alison Haselgrove, Product Development Manager from Dawn Meats, a UK based meat-processing company. All the key players in this development were now together and able to finalise the details which in turn defined the requirement, the challenge was now clear.

The challenge was to deliver enhanced presentation, hygienic protection, extended shelf life and consumer convenience all from one meat packaging solution.

Once Mark and Danny had developed the structure they expected would deliver the functionality required, it was time to put the laminate to the test. “We immediately recognised the value that the packaging solution would deliver,” said Alison Haselgrove from Dawn Meats. “We were able to use existing packaging machinery, with little modification which was a real advantage.”

This award winning fantastic meat packaging solution is a laminate made of Mylar® polyester film. The laminate brings two different technologies together - one part delivering DuPont Teijin Films’ Clear Barrier technology. This gives the barrier protection required to meet the 21 day shelf life at 5°C of the joint. The second part of the laminate delivers the heat-seal characteristics required for the formation of the meat pack.

The prime cut is placed in the formed package at the processing plant, with a serving of sauce. The meat package is then placed into a vacuum chamber, sealed and the shelf-ready package is formed.

Marks & Spencer are well known for their focus on consumer convenience in food packaging, and were delighted to include this package in their stores. The vacuum packed meat is placed straight into a roasting tin and cooked in a conventional oven. The cooking process is greatly enhanced by this overwrap, with juices remaining in the meat rather than being lost to the tin. The resulting meat is beautifully succulent and ready basted – and due to the containment of meat and juices, the oven remains clean – an extra bonus. Prime cut joints are available, packaged in this way from most Marks & Spencer’s stores throughout the UK.



This innovative prime cut packaging solution was used to wrap 'The Perfect Roast Lamb' entry from Dawn Meats and Marks & Spencer at the British Meat Awards 2002, in June, and was recognised, in triplicate! The packaging itself, which plays a significant part in the quality of the end product, has also been recognised, receiving a Silver Starpack 2003 award, for Consumer Packs.

The judges were very impressed with 'The Perfect Roast Lamb' and named it winner of the 'Cook to Eat' award, as well as the 'Overall Winner' award in the Lamb Product of the Year 2002 category. The third accolade taken by this meat packaging solution was the prestigious 'Product of Excellence' title for 2002. The Product of Excellence trophy is awarded to the product judged to be the best of all those entered in the three categories. **The judges felt that this meat packaging solution stood out from the competition because of the quality of the meat and innovative self-basting packaging.**

For further information about this development please contact Marden Wolfe on +44 (0) 1276 856466

Additional Notes to the Editor: DuPont Teijin Films

DuPont Teijin Films is the world's premier producer of PET and PEN polyester films, specialises in film products and related services for the speciality, industrial, packaging and advanced magnetic media and photo systems, electrical and electronics markets. The company has reported sales of \$1.4 billion and employs about 4,000 people with dedicated marketing, technical and manufacturing operations in every region of the world.

Brand names include Mylar®, Melinex®, and Teijin® Tetoron® PET polyester film, and Teonex® PEN polyester film. The business includes existing joint ventures with DuPont-Hongji Films Foshan Co., Ltd., in China.

As DuPont Teijin Films offers the broadest portfolio of polyester films of any supplier in the industry and has an unmatched technology platform to continue bringing the most innovative solutions to serve customer needs, it is uniquely positioned to meet the requirements of markets ranging from packaging to industrial, electronics and specialities.

Because DuPont Teijin Films seeks to grow and evolve in a way that justifies the trust of its shareholders, customers and the public at large, the highest priority is placed on safety and the preservation of our natural environment.

DuPont Teijin Films is a 50:50 joint venture between DuPont and Teijin Limited.

DuPont is a science company. Founded in 1802, DuPont puts science to work by solving problems and creating solutions that make people's lives better, safer and easier. Operating in more than 70 countries, the company offers a wide range of products and services to markets including agriculture, nutrition, electronics, communications, safety and protection, home and construction, transportation and apparel.

Teijin Limited is a major multinational enterprise offering fibres, chemicals and plastics, pharmaceuticals and medical products and diversified products. Teijin is using its proprietary technologies to expand into areas such as health-care products and services, advanced materials and information media.

Please visit our web site at www.dupontteijinfilms.com

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Additional Notes to the Editor: Marden Wolfe

Over the last few years there has been a revolution in the packaging of food. New materials and new technologies now present the packaging buyer with an ever-widening choice of possibilities.

In such a complex industry, Marden Wolfe has established a reputation for providing an unusually flexible and competitive service.

According to the particular needs of a product we can quickly establish a packaging format. Our experience of both wet and frozen proteins and our partnerships with packaging manufacturers in Europe, the USA and Canada help us to find the most appropriate packaging solution.

When a new product demands a completely new form of presentation, Marden Wolfe can provide it. We consistently pioneer the use of innovative packaging techniques, including the installation of packaging machinery.

And once the technique is implemented, strict confidentiality agreements ensure that our customers retain their packaging edge, in an often competitive retail environment.

Our design and studio service compliments our manufacturing expertise. Whether producing a 'one off' design for an individual product or taking responsibility for a corporate design programme across a range of products, the same design criteria must be met. High impact, visibility and excellent reproduction are a must.

Our enthusiasm and commitment to any project, big or small make Marden Wolfe the first stop for food packaging solutions.

For further information about Marden Wolfe please contact +44 (0) 1276 856466