



P-Plus® lidding film extends shelf life of strawberries

COMPANY/
ORGANIZATION



FOOD CHAIN
AREA



ISSUE
ADDRESSED

Strawberries normally have a very short shelf life, of only 1 to 3 days. The quality and shelf life of the fruit in part depend on post-harvest storage conditions. Many varieties of strawberries exist, each with their specific respiration rate requiring specific storage conditions.

SOLUTION

Amcor's P-Plus® lidding film on trays can extend the shelf life of strawberries. Through micro-perforation technology, the film's permeability is able to match the product's respiration rate. Amcor investigated shelf life extension across all varieties and throughout the entire season, and it developed an extensive range of tailored permeability films designed to maintain freshness and extend the shelf life of fresh produce.



EXPECTED
BENEFITS

Extended shelf life and reduced food waste: The film has been shown to increase the shelf life of strawberries to at least 4 days from packing. The quality and taste were maintained throughout the additional days of shelf life for all varieties of strawberries. The film has also been shown to help reduce in-store food waste by up to 50%.
Convenience: The film is applicable to almost all substrates and formats.
Environmental sustainability: It is recyclable.

CASE LINK

www.amcor.com

CONTACT
INFORMATION

Amcor Rigid Plastics Brampton
Mail: 95 Biscayne Crescent, Brampton, ON L6W 4R2 Canada
Tel: 905-450-5579