



# Viridiflex® film extends shelf life of fresh produce

COMPANY/  
ORGANIZATION



FOOD CHAIN  
AREA



ISSUE  
ADDRESSED

A high amount of food waste occurs along the supply chain due to the limited shelf life of fresh produce. A high amount of food waste occurs along the supply chain due to the limited shelf life of fresh produce.

SOLUTION

Innovia Films's Viridiflex® is a transparent film made from compostable, renewable raw materials that extends the shelf life of fresh produce by modifying the atmosphere in pack. The film keeps products drier than conventional films, preventing mold growth. Specific oxygen barrier properties can be manipulated using Adapt MAP laser technology to maintain optimum gas levels. The film can be used for vertical form fill seal and flow wrap applications or as lidding film.



ASDA's Extra Special Cornish Crystal Potato packs using Viridiflex®

EXPECTED  
BENEFITS

**Extended shelf life and reduced food waste:** Tests have shown that potatoes or parsnips wrapped in Viridiflex® are as fresh on day 5 as on the day they were packed.

**Improved customer satisfaction:** ASDA customers have benefited from a significant increase in product life and end of life product quality. This was highlighted by a report of a 92% year on year reduction in complaints in the first 5 weeks of the Extra Special Cornish Crystal Potato season using Viridiflex®.



## Viridiflex<sup>®</sup> film extends shelf life of fresh produce

CASE LINK

[www.innoviafilms.com](http://www.innoviafilms.com)

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