

## FruitPad & FruitPad-NF

Keeping berries fresh for longer



# FruitPads from McAirLaid's

Optimized for soft fruit self-service packaging



Soft fruit is precious, very sensitive and has a limited shelf life. Packaging, storage and transportation have a decisive influence on shelf life. The journey can take thousands of kilometers before the berries have to convince the consumer to buy them on the self-service shelf.

McAirLaid's has developed a new generation of fruit pads for the optimal marketing of soft fruit. The precious berries are optimally protected by the FruitPad on their journey to the customer.

The micro-pore technology greatly reduces the formation of mold. The FruitPad is breathable, supports ventilation in the packaging and absorbs condensation. This means that the fruit reaches the consumer as if it had just been picked after a long journey.

Compared to other types of packaging, the amount of waste can be reduced by up to 55% when using FruitPads.

## Perfect protection for:



- Raspberries
- Blackberries
- Strawberries
- Blueberries
- Currants
- Grapes
- Cranberries
- Mulberries
- Loganberries
- Gooseberries
- Tayberries





# First choice for retailers and producers

## Advantages that are obvious

### Transport protection

The protection of the fruit begins with storage on the FruitPad. The surface structure minimizes pressure marks.

### Breathability

The FruitPad is breathable, supports ventilation in the packaging and absorbs condensation.

### Presentation

FruitPads can be individually adapted to geometric tray shapes in various colors. A clear optical advantage for more attractive packaging and easier purchasing decisions.

### Absorption

Leaking fruit juice is absorbed by the FruitPad via its surface and sides into the core.

### Hygiene

Absorbed liquid is bound and no longer released. This removes the breeding ground for mold growth and decisively delays microbiological growth.

### Handling

FruitPad is available in rolls or cut to size. This makes it ideal for every insertion process and efficient machine use.



## FruitPad-NF

Made from 100% natural fibers



The **FruitPad-NF** (natural fibers) is made from 100% pure cellulose fibers and is **completely free of plastics**, adhesives (latex) and superabsorbents.

**FruitPad-NF** has all the positive properties of the classic FruitPad, but does without the wafer-thin PE film applied to both sides, which still has minimal advantages over sticky berries.





## A strong partner for powerful ideas

### We offer you:

- Development expertise for every technical product requirement.
- A wide range of cellulose-based materials and airlaid specifications with an excellent price/performance ratio.
- Integration of additives such as superabsorbents (SAP/SAF), if required.
- Biodegradability in accordance with EN 13432 and production with low CO2 emissions.
- Flexible product configurations to optimally support your production processes.
- More than 25 years of experience in the production of high-quality components for the food, hygiene and medical industries.
- Reliable delivery thanks to four high-capacity production facilities.



### SuperCore: clean, barrier-free absorption power

Our **SuperCore®** consists of pure cellulose with excellent absorption properties. The special manufacturing technology stands for an **airlaid without synthetic additives or binders**, which leads to significantly better absorption and liquid distribution.

At the same time, our **production takes place without water and without fossil fuels**, thus ensuring a **unrivaled low CO2 footprint** of our products.

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