

THE ONLY **PORK**
THAT'S **SWIMMING**,
CAN BE FOUND IN
THE BAHAMAS!



VERY "PAD" NEWS!

Many tons of food are thrown away just because someone decided to use the "wrong" MeatPads.

The unappetising presentation of your product does lasting damage to the image of your brand, trademark or even the whole industry. Only the use of the right MeatPad can guarantee perfect product presentation at the point of sale.

18 million tons

According to a study from the WWF, 18 million tons of foodstuffs were thrown away in Germany alone in 2018. If the products had been useable for a longer period, half of that waste could have been avoided. A significant amount of the meat and fish products would have kept longer if the right MeatPads had been used.

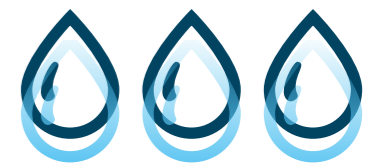
According to a recent Statista survey, **77.8%** of quality-conscious shoppers in Germany cite "fresh appearance" as the main factor when deciding which food products to buy. The use of wrongly-sized or low-quality pads results in lost money and maybe lost customers as well.



Insufficient absorption **20%** cheap copy products have at least 20% worse absorption levels!

They may look like the MeatPads from McAirLaid's, but really they are only cheap copies. These pirate copies have, at the very least, 20% worse absorption levels. They also contain inferior raw materials and additives, as well as synthetic adhesives and binding agents.

Wrong size ... or the wrong number of pads – means that liquid discharges into the tray.



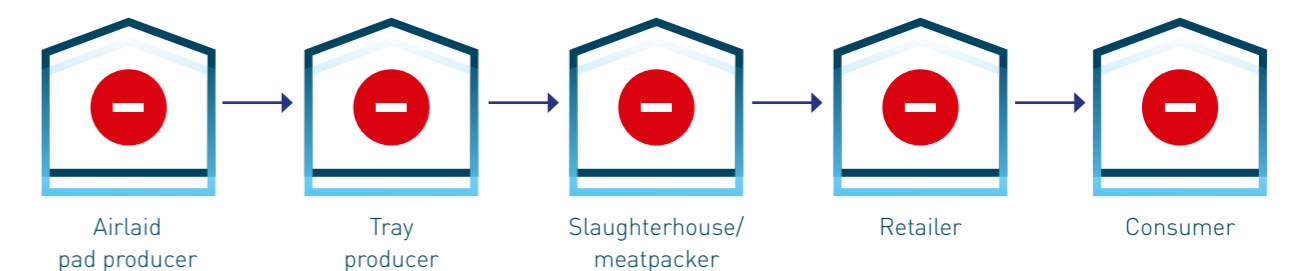
Undersized pads cause big problems! The wrong pad size leads to disastrous results for the product, allowing microbes and bacteria to multiply. This has an immediate effect on the way the meat looks and smells. The product no longer looks fresh and appetising, and it develops an unpleasant smell.

If you save one cent buying substandard pads rather than the original MeatPads, it costs you much more in the end.

Reduced shelf life, an unappealing appearance at the point of sale, high discounts, reduced sales and even product disposal costs: these are the results of that saving. Your procurement costs may go down, but at the end of the day it is bad for your business!

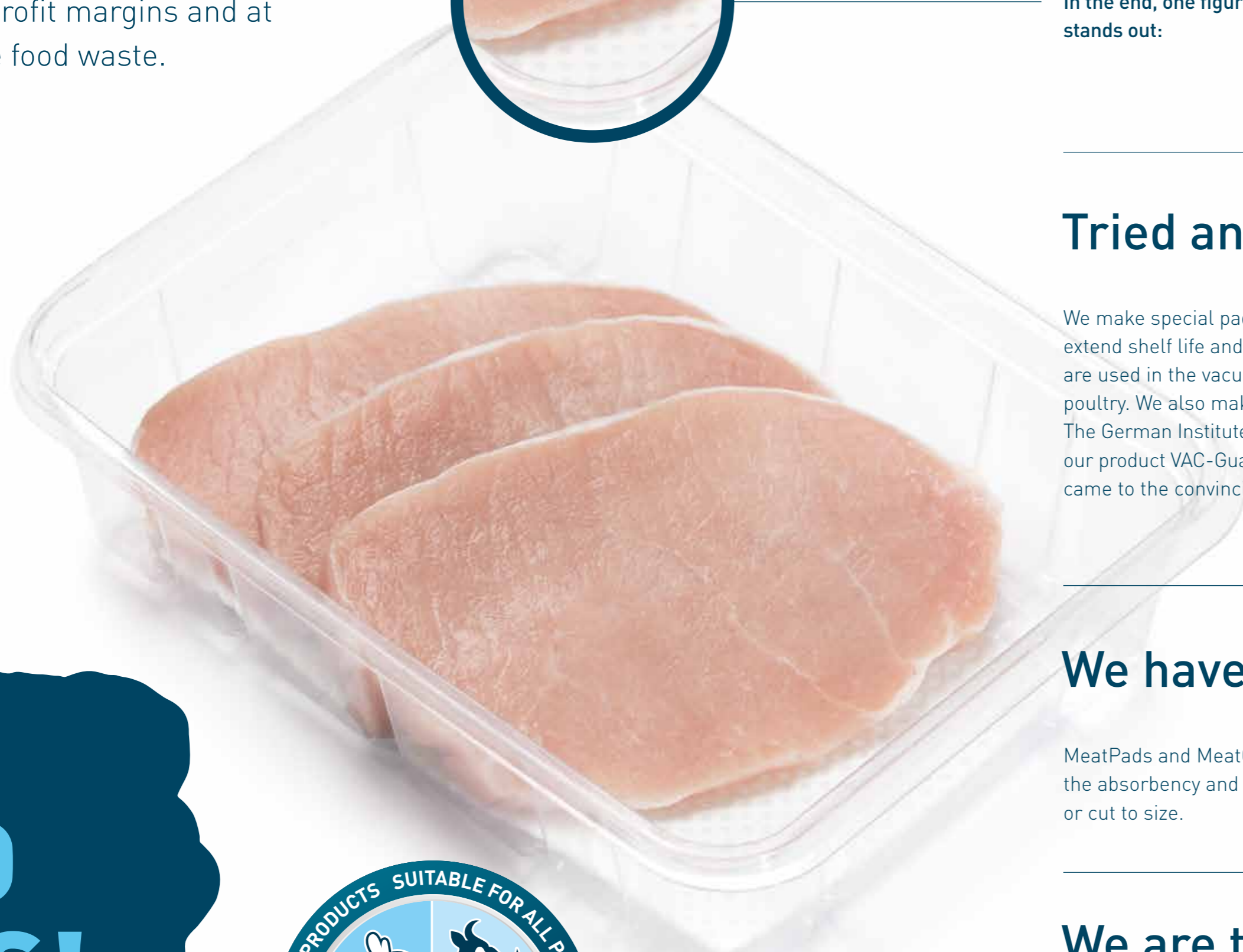
If all those involved in the supply chain don't work together, everyone loses!

All players, from producers right through to retailers, can work together to avoid unnecessary food waste and the resulting loss of money, especially in the first and last stages of the value creation chain. For example, improvements could be made if there were uniform quality standards for MeatPads.



The intelligent food packaging solutions from McAirLaid's reduce food waste!

MeatPads and MeatGuards play an important role when it comes to hygiene, extended shelf life, food safety and visual freshness at the point of sale. By using them, you gain a competitive advantage, increase profit margins and at the same time reduce food waste.



High absorbency levels without using adhesives or binding agents – thanks to SuperCore

Our SuperCore absorption technology consists of pure cellulose material with excellent absorbency properties. Our patented manufacturing technology delivers a product with absolutely no adhesives or binding agents. Thanks to our special fibre-bonding technology, SuperCore achieves impressive levels of absorption and liquid dispersion when compared to standard products.



In the end, one figure stands out:

30%

up to 30% higher absorbency levels compared to other materials

Tried and tested



We make special pads with a range of properties to extend shelf life and retain natural flavour. These pads are used in the vacuum packing of fish, meat and poultry. We also make pads for fruit. The German Institute of Food Technologies (DIL) tested our product VAC-Guard for flavour consistency and came to the convincing conclusion that **VAC-Guard**

improves how products taste. The DIL examination also found that our **CO₂ Pad** keeps poultry fresh for up to 3 days longer, and fish for up to 5 days longer. In summary, by using our CO₂ Pad you significantly extend the shelf life of food products and, as with our other pads, you reduce waste.

We have an Airlaid to fit any application!

MeatPads and MeatGuards from McAirLaid's can be modified to fit your requirements exactly. We can vary both the absorbency and the liquid retention levels. We can also supply various colours and formats, either on a roll or cut to size.

We are the experts for absorption and food products.

McAirLaid's has been working for the food industry for around 20 years. We know your requirements like no other producer.

20 years

We offer sustainable solutions that extend the shelf life of your food products, improve food safety and ensure that your products look fresh and attractive.



Foodstuffs are imported to Germany from all around the world and transport chains keep getting more complex. As a result, the amount of traffic on the roads increases all the time. For example, it takes several days to transport poultry to Germany from Brazil or the Ukraine. Fruit and berries also face a long journey from Spain or Portugal. In this situation, it certainly helps when smart packaging solutions help to keep perishables fresher for a longer period of time.

McAirlaid's products help to protect both the image and the margins of meat and food producers.

The many positive effects of McAirlaid's solutions open up new possibilities along the meat production value chain. Products stay fresh longer, allowing greater flexibility in transport and logistics; our certified product quality optimises food safety; excellent food appearance at the point of sale generates higher sales. And additionally: you can profit from longer sales periods when products don't need to be discounted. MeatPads and MeatGuards don't only absorb liquid, they also retain it, even when pressed or tilted.

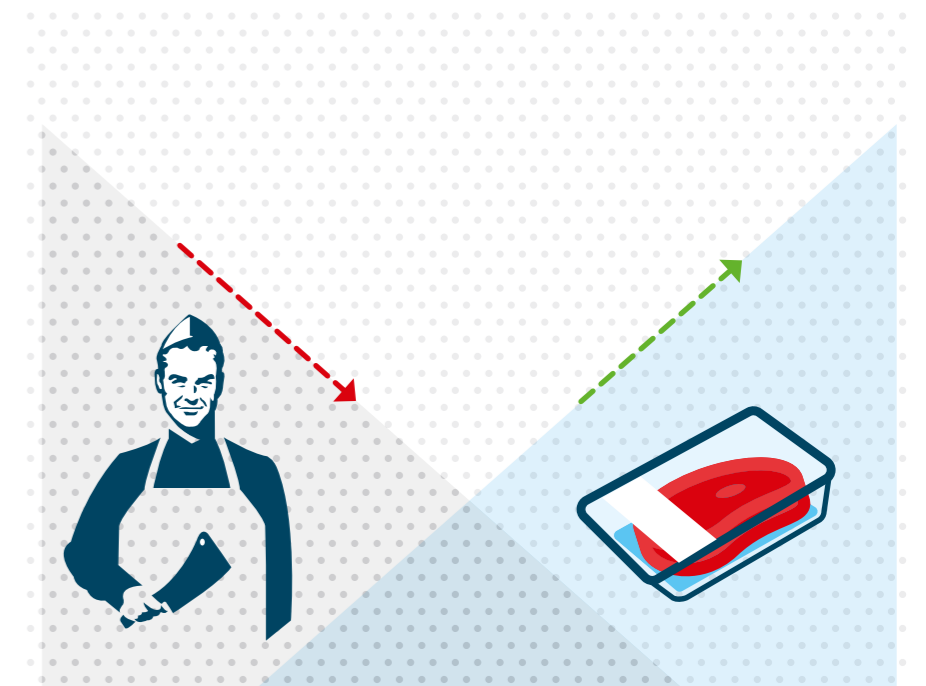
At the end of the day, it is not only the meat producers and retailers who benefit, but the whole industry. With the use of the real MeatPads and MeatGuards, the reputation of meat and fish products continually improves. Companies and brands improve their image by profiting from:

- A fresh-looking product that is attractive and tempting
- Improved meat quality
- A product that smells better
- Enhanced flavour
- Improved product loyalty
- Increased customer loyalty
- Less food waste
- Less packing material for disposal

At the point of sale, the product has only one chance to make a good impression!

In days gone by, consumers were often served by trained butchers' staff, who provided expert advice. Fresh meat products, presented behind glass, were selected and then packed up by hand, with no leaking juices and no visible adverse effects to the product. Nowadays, this type of service is a rare luxury. Today the consumer often only has the packaging at the point of sale as a guide, maybe together with product information on displays. The customer has to select his or her meat product based on visual impressions only, and make a decision in a short period of time. Even the smallest flaw in the product means it gets left on the shelf. Then, the only thing that helps are drastic discounts.

The packaging sells the product

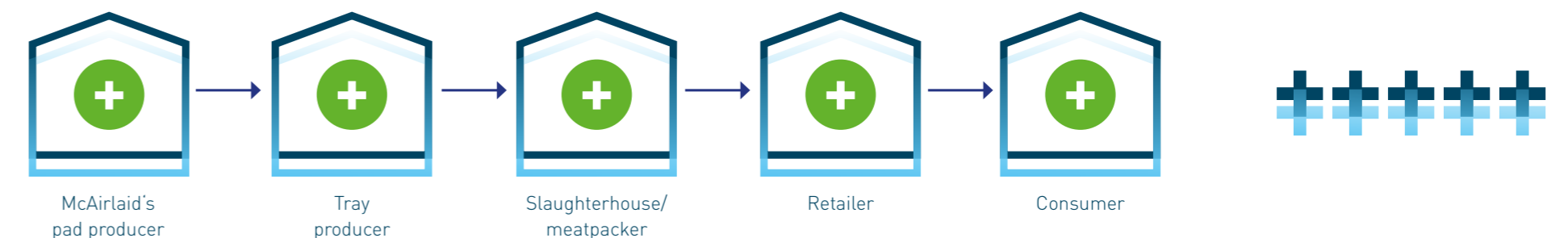


In the past: personal service from the butcher

Today: the packaging sells the product

Minimal investment, maximum impact: when all parties work together, everyone benefits!

Invest today in the original McAirlaid's MeatPad or a MeatGuard from McAirlaid's. This will improve your long-term sales and increase your margins.



Global partner of the food industry

Globalisation is also a factor in today's food industry. With its production facilities in Europe and America, McAirlaid's meets the needs of customers worldwide and is ideally placed for the future.



Less food waste Less packaging waste More profit!

Our range of products includes a number of other smart solutions. For example, for the packing and transport of fish and poultry, or for vacuum-packed meat, fish and poultry. Furthermore, we can help our customers with ideas for the preparation of tasty meals for the oven or barbecue. And don't forget our popular VAC-Guard, which simulates the dry-aging process for beef in vacuum packaging.

McAirlaid's is the only Airlaid producer to be ISO-certified according to internationally established quality standards. As proof of our exacting standards in hygiene and food safety, our products are certified by:



BRC Global Standard for Food Safety and BRC Global Standard for Packaging and Packing Materials.



MeatPad is the solution for low to high absorption levels and is ideal for the packaging of different types of meat in a protected atmosphere. A range of product versions offer absorption rates of between 800 and 8,000 ml/m². Products with rates of more than 1,500 ml feature an inner layer made of cellulite and superabsorbent fibres.



MeatPad Plus is the high-performance solution for the absorption of both oil-based and water-based liquids, including salt water. An inner layer made of 100% cellulose material provides an absorption rate of 4,000 ml/m². Absorption takes place evenly across the pad, no matter what type of liquid or mineral content in the liquid.



MeatGuard is the high-performance solution for the packaging of beef, pork, lamb, poultry and fish in a protected atmosphere, as well as for vacuum packaging. A three-dimensional surface layer enables liquid to be absorbed quickly and completely. The inner layer of pure cellulose material has an additional Superabsorber which, depending upon the type, produce high or the very highest absorbency levels.



VAC-Guard is the solution for vacuum-packed beef and facilitates the advantages of classic dry-aging, whereby excess liquids are absorbed by the vacuum packaging. Transport and storage are simple and efficient because the vacuum-packed beef can be stacked, without any liquid returning to the packaging from the absorbent layer. Also, when the consumer opens the packaging, no juices leak out.



The FishPad ensures the safe storage and transport of fresh fish which is stored on ice. The pad is indispensable for air freight because it absorbs the water from melted ice in the polystyrene boxes, before this water can leak out and damage the product. The FishPad can be used in many areas. It is available in a range of sizes and absorbency levels, always best-suited to your requirements and products. No matter whether fish are cut into pieces or transported whole, our unique design brings benefits to all.



CO₂ Pad optimises the transport, storage and presentation of poultry and fish. This solution suppresses micro-bacterial development in the tray by combining two processes: the containment of absorbed liquid in the inner layer, and the automatic management of CO₂ levels in the packaging. This combination extends the shelf life of the products by up to five days, allowing extra time for the logistics chain.



OvenPad brings the advantages of the GrillPad to the consumer's kitchen at home. The pad is available in two versions: with a white PET foil for CPET trays and with an ALU-PET foil for aluminium trays. Both versions (for oven or microwave use) can withstand temperatures of up to 220° C. They remain in the tray during cooking and can be disposed of as normal household waste. They are also both available as CO₂ Pad.



GrillPad keeps meat and fish crispy when barbecuing. To improve the taste, excess fat, oil and other hot liquids are absorbed during cooking. GrillPad has an outer layer made of aluminium and can withstand temperatures of up to 300°C. It is used in aluminium trays and is also available as CO₂ Pad.

For more information please visit our website:



McAirlaid's 
Absorption. Clever. Integrated.

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