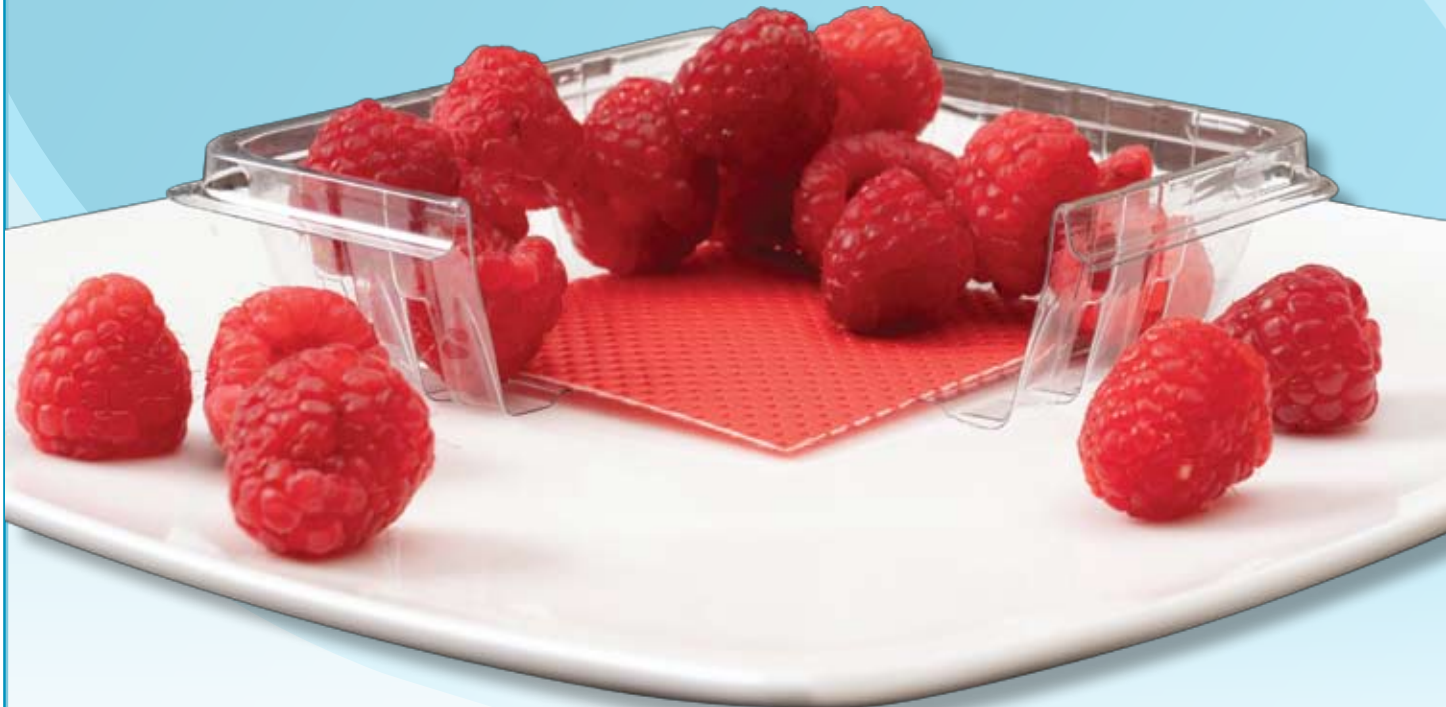


Longer Lasting Berries Begin Here



When a consumer picks up a package of berries, they decide within 7 seconds if they will buy them. In those 7 seconds consumers are evaluating one thing, appearance. If the berries are dripping, molded, or mushed, consumers will pass, sales are missed and product is discarded.

McAirlaid's has developed a new generation of fruit pads designed to enhance the appearance of packaged berries. Our FruitPad utilizes intelligent fluid management (IFM) which allows for safe transport and storage while minimizing the risk of bacteria and mold.

With McAirlaid's IFM technology, FruitPad provides a clean, drip-free package extending the berries bright color, texture, sweetness and appearance.



FruitPad

Breathable: Micro-pore technology absorbs and retains fruit liquid and condensation supporting package ventilation systems.

Functional: No orientation required as pads absorb from the surface and both sides.

Hygienic: Contains no recycled materials, glues or binders.

Aesthetics: Fruit pad colors of red and black are standard.

Appearance: FruitPad provides a clean, drip-free package extending the berries bright color, juicy texture and sweetness.

Extended Shelf Life: With rewet almost eliminated, microbial growth and mold is significantly reduced.

Protection: Soft design provides excellent cushioning with minimal raw material.



FruitPad

