



# CHILL AT®

## Meat and Poultry



### Roll Label

PSA-coated papers and films in roll-to-roll form. Extensive product options, available customization, varying roll lengths and widths, and customer friendly services, like our Mactac Precise<sup>SM</sup> Program, which offers next-day shipping on a precise amount of material needed for small runs and limited applications.

[www.mactac.com/rolllabel](http://www.mactac.com/rolllabel)

### You won't be asking: 'Where's the meat?' with CHILL AT®

In the meat and poultry industry, clear, clean labels that stick and stay in place are imperative. Just one packaged chicken that arrives to a retailer without a label can have costly implications throughout the entire supply chain. Therefore, meat and poultry producers need to be confident that their high-priced items come with labels that effectively adhere to the package – from beginning to end.

Most meat and poultry products are shipped in corrugate, which is known to be a more challenging substrate when it comes to label adhesion. Additionally, many meat and poultry products are packaged and stored in cold temperatures so there's also the challenge of labels needing to meet more extreme temperature demands. If not specially formulated for cold temperatures, labels can become stiff, lift or flag, or completely fall off of a packaging surface. And, in the meat and poultry industry, labels that don't live up to the necessary standards can affect the entire supply chain.



## Fun Facts

❄ Hamburger meat from one steer is equivalent to 720 quarter-pound hamburgers – which could be enjoyed by a family of 4 every day for nearly 6 months.

❄ Beef is the number one source of zinc in the human diet in the U.S.

❄ Chicken eggs are nutritionally about the same regardless of color.

❄ Ham is the number one sandwich eaten in U.S. households.

❄ The average American will eat the equivalent of 28 pigs in their lifetime.

## So, stay cool and make sure the meat makes it to the dinner table, choose a label that will:

- Conform to a variety of packaging materials, especially corrugate.
- Meet needed durability and remain intact despite cold temperatures, moisture and repeated product handling.
- Apply at cold temperatures as required by most meat and poultry applications.
- Communicate meat and poultry disclosure requirements, such as no hormones or antibiotics.

## Stay cool with CHILL AT®

- Features a hot melt rubber adhesive designed to offer the higher tack and peel properties needed for traditional meat packaging.
- Provides outstanding, secure adhesion to high-priced meat and poultry items – and, offers these higher adhesion values at colder temperatures.
- Has ‘high tack’ so it quickly grabs to the surface of a cold food package.
- Can be applied at temperatures as low as -10°F (-23°C) and has a service range of -65°F to 150°F (-54°C to 65°C).
- Can be used with various substrates, including cardboard, plastic films, HDPE, PP and PET.
- Features water resistance properties, maintaining adhesive integrity and aesthetic appeal if exposed to water or moisture.

### CHILL AT and CHILL AT Extreme Product Offering

Product	Description	Adhesive
SWG7802	Premium Wet Strength Semi Gloss	CHILL AT
AJR7802	Red Fluorescent	CHILL AT
DTNN7802	Non-Topcoated Direct Thermal	CHILL AT
DTW7802	Direct Thermal Weigh Scale	CHILL AT
EDP7812	Premium EDP	CHILL AT
GFC7802	Vivid Clear Polystyrene	CHILL AT
PF7802	Vivid™ ICE 2.0 mil Clear BOPP	CHILL AT
PJ7891-2	Vivid 2.6 mil White BOPP	CHILL AT
PF7891-2	Vivid ICE 2.0 mil Clear BOPP	CHILL AT
PJ7802	Vivid 2.6 mil White BOPP	CHILL AT
PTS7802	2.0 mil Chrome BOPP	CHILL AT
PTW7802	Allure® 2.3 mil White BOPP	CHILL AT
AC7802	Platinum™ Semi Gloss	CHILL AT
SGL7802	Platinum™ Xtra Semi Gloss	CHILL AT
SGL7891-2	Platinum Xtra Semi Gloss	CHILL AT
SMP7802	Bright Silver Metalized Paper	CHILL AT
TL7802	DURASCAN L	CHILL AT
TT7802	OPTISCAN® 2C Thermal Transfer	CHILL AT
DPT7902	4.0 mil Direct Thermal Film	CHILL AT EXTREME
DTW7902	Direct Thermal Weigh Scale	CHILL AT EXTREME
PJ7902	Vivid 2.6 mil White BOPP	CHILL AT EXTREME
SGL7902	Platinum™ Xtra Semi Gloss	CHILL AT EXTREME

# Meat and Poultry: Did You Know?

## Statistics

- The U.S. and Brazil are the top two beef producing countries in the world.
- In 2014, the combined value of production from broilers, eggs and turkeys, with the value of sales from chickens was \$48.3 billion, up 9 percent from \$44.4 billion in 2013.
- In 2015, the U.S. poultry industry produced 8.54 billion broilers, 238 million turkeys, and 99.8 billion eggs.

## Regulations

The U.S. Department of Agriculture’s Food Safety and Inspection Service (FSIS) provides labeling guidance, policies and inspection methods, and administers programs to ensure labels for meat, poultry, and egg products are truthful and not misleading. Labeling approval is required for the entire label when pressure sensitive adhesives contain special claims, guarantees, foreign language or changes in nutrition facts serving size.

In December 2016, after more than a decade of deliberations, U.S. Congress repealed a meat labeling law that required retailers to include the animal’s country of origin on packages of pork and beef – otherwise known as COOL (Country of Origin Labeling Requirements). The change brings the U.S. into compliance with its international trade obligations. Furthermore, pork and beef suppliers no longer need to provide this information to their retailers.

Liner	Width	Availability	Precise
2.4 SCK	78"	Stock	P5, P10
2.4 SCK	78"	Stock	
2.4 SCK	78"	Stock	P10
2.4 SCK	78"	Stock	P5, P10
3.2 SCK	78"	Stock	P10
2.4 SCK	78"	Stock	
2.4 SCK	78"	Stock	P5
1.2 mil PET	60"	Stock	P5
1.2 mil PET	60"	Stock	P10
2.4 SCK	78"	Stock	P5, P10
2.4 SCK	78"	Stock	P5
2.4 SCK	78"	Stock	
2.4 SCK	78"	Stock	P5, P10
1.2 mil PET	60"	Stock	
2.4 SCK	78"	Stock	P5
2.4 SCK	78"	Stock	P5
2.4 SCK	78"	Stock	P10
2.4 SCK	78"	Stock	
2.4 SCK	78"	Stock	P10
2.4 SCK	78"	Stock	P5
2.4 SCK	78"	Stock	P10





# CHILL<sup>AT</sup>

