



CHILL AT®

Refrigerated and Frozen Food



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 PreciseSM Program, which offers next-day shipping on a precise amount of material needed for small runs and limited applications.

www.mactac.com/rolllabel

How to be cool with CHILL AT®

In the refrigerated and frozen food industry, cold food manufacturers need product packaging labels that are visually appealing, adhere quickly and easily, and stay in place as intended for the duration of the product's life cycle. However, one of the biggest challenges for cold food labeling and packaging is ensuring a product's label will withstand the extreme cold, wet, freezing or changing application conditions of cold food packaging.

For example, in frozen food labeling, labels can become stiff and fall off in the freezer. In refrigerated labeling, if outdoor temperatures are hot and humid, labels may flag or fall off when transporting from store to home.

Similarly, in beverage labeling, bottles often move from place to place, like a cold refrigerator to a warm car, creating condensation and affecting label performance. In any case, the last thing a brand owner wants is for a label to degrade or come off a package.



Fun Facts

* In prehistoric times, man found that hunted game would last longer if stored in the coolness of a cave or packed in snow. Over time, ice was harvested from lakes and rivers or manufactured, stored, and transported to many countries. Even today, ice is still manufactured for this purpose.

* In 1996, a change was made to the type of refrigerant used to comply with the Regulatory Clean Air Act, Title 6. The old refrigerant, “freon” was replaced with HFC 134a, a new refrigerant that was better for the ozone, but just as effective in keeping food cold

So, be cool by choosing a food packaging label specially engineered to:

- Conform to a variety of packaging types.
- Accommodate sub-zero temperatures.
- Meet needed durability and remain intact despite cold temperatures, moisture and repeated product handling.
- Feature eye-catching branding for superior shelf appeal.
- Communicate critical nutritional information.
- Showcase superior packaging as a quality package is synonymous with a quality product.

Be cool with CHILL AT®

- Features a hot melt rubber adhesive designed to form a strong initial bond when applied and ensure secure, lasting adhesion – even for challenging cold temperature applications.
- 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.
- Is perfect for meat and cheese packaging, beverage labeling and frozen food applications.

CHILL AT Product Offering

Product	Description	Adhesive
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 mil Clear BOPP	CHILL AT
PF7891-2	Vivid™ ICE 2 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
SGL7902	Platinum™ Xtra Semi Gloss	CHILL AT EXTREME

Refrigerated and Frozen Foods: Did You Know?

Statistics

- Frozen food production market in the U.S. is estimated at \$32 billion.
 - While the frozen food market has experienced challenges in recent years due to an increase in consumers wanting healthier, fresh food options, frozen foods identified as natural or organic are growing in popularity – appealing to the consumer who is both cost- and health-conscious.
- In the U.S., three-fourths of consumers claim to read nutritional and ingredient labels of food products.
 - Nearly as many “strongly agree” it is important for food labels to contain mostly recognizable ingredients. Approximately, 91 percent of U.S. consumers believe food and beverage options with recognizable ingredients are healthier.

Regulations

Proper storage temperatures for USDA commodities are essential to maintain food quality, nutrient content, and control of bacterial growth. Bacteria grow most rapidly between 40°F to 140°F. And, they are hard to detect. In fact, pathogenic bacteria growing in this ‘Danger Zone’ generally do not affect the taste, smell, or appearance of food. However, food poisoning organisms and psychrotrophic (spoilage) organisms cease functioning just below 32°F. To protect most foods and slow bacteria growth, refrigerators need to be set at 40°F or below, and freezers need to be set at 0°F or below.

	Liner	Width	Availability	Precise
	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	P10
	2.4 SCK	78"	Stock	P5, P10
	2.4 SCK	78"	Stock	P5
	2.4 SCK	78"	Stock	
	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	P10



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