



## Refrigerated and Frozen Foods



### 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	
<b>DTW7802</b>	Direct Thermal Weigh Scale	Chill AT	
<b>PF7802</b>	Vivid™ ICE 2 mil Clear BOPP	Chill AT	
<b>PJ7802</b>	Vivid 2.6 mil White BOPP	Chill AT	
<b>SGL7802</b>	Platinum™ Xtra Semi Gloss	Chill AT	
<b>SMP7802</b>	Bright Silver Metalized Paper	Chill AT	
<b>AJR7802</b>	Red Fluorescent	Chill AT	
<b>DTNN7802</b>	Non-Topcoated Direct Thermal	Chill AT	
<b>GFC7802</b>	Vivid Clear Polystyrene	Chill AT	
<b>GFW7802</b>	Vivid White Polystyrene	Chill AT	
<b>TT7802</b>	OPTISCAN® 2C Thermal Transfer	Chill AT	

# 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	P5, P10
	2.4 SCK	78"	Stock	
	2.4 SCK	78"	Stock	P5, P10
	2.4 SCK	78"	Stock	P5, P10
	2.4 SCK	78"	Stock	P5
	2.4 SCK	78"	Coming Soon	
	2.4 SCK	78"	Coming Soon	
	2.4 SCK	78"	Coming Soon	
	2.4 SCK	78"	Coming Soon	
	2.4 SCK	78"	Coming Soon	



**CHILL<sup>AT</sup>**™

