



**Meat and Poultry**



## 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.

**mactac**   
technology that sticks



## 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 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	



# 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, and 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	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>**™

