



# 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 Precise<sup>SM</sup> Program, which offers a precise amount of material needed for small runs and limited applications.

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

Product	Description	Adhesive
AC7802	Platinum™ Semi Gloss	CHILL AT
AJR7802	Red Fluorescent	
DTNN7802	Non-Topcoated Direct Thermal	
DTNN7852-7	Non-Topcoated Direct Thermal	
DTW7802	Direct Thermal Weigh Scale	
DTW7852-7	Direct Thermal	
EDP7812	Premium EDP	
GFC7802	Vivid™ Clear Polystyrene	
PF7802	Vivid ICE 2.0 mil Clear BOPP	
PF7891-2	Vivid ICE 2.0 mil Clear BOPP	
PJ7802	Vivid 2.6 mil White BOPP	
PJ7891-2	Vivid 2.6 mil White BOPP	
PTS7801	2.0 mil Chrome BOPP	
PTS7891-2	2.0 mil Chrome BOPP	
PTW7802	Allure® 2.3 mil White BOPP	
SGL7802	Platinum Xtra Semi Gloss	
SGL7892-2	Platinum Xtra Semi Gloss	
SGW7802	Premium Wet Strength Semi Gloss	
SMP7802	Bright Silver Metalized Paper	
TL7802	DURASCAN® L	
TT7802	OPTISCAN® 2C Thermal Transfer	
UVS7802	UV Inkjet Semi Gloss	
DPT7902	4.0 mil Direct Thermal Film	CHILL AT EXTREME
DTW7902	Direct Thermal Weigh Scale	
PJ7902	Vivid 2.6 mil White BOPP	
SGL7902	Platinum™ Xtra Semi Gloss	

## 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	Product
2.4 SCK	78"	Stock	P5, P10	AC7802
2.4 SCK	78"	Stock		AJR7802
2.4 SCK	78"	Stock	P10	DTNN7802
Bloom hi.impact®	78"	Stock	P10	DTNN7852-7
2.4 SCK	78"	Stock	P5, P10	DTW7802
Bloom hi.impact	78"	Stock	P10	DTW7852-7
3.2 SCK	78"	Stock	P10	EDP7812
2.4 SCK	78"	Stock	P10	GFC7802
2.4 SCK	78"	Stock	P5, P10	PF7802
1.2 mil PET	60"	Stock	P10	PF7891-2
2.4 SCK	78"	Stock	P5, P10	PJ7802
1.2 mil PET	60"	Stock	P10	PJ7891-2
2.4 SCK	60"	Stock	P5, P10	PTS7801
1.2 mil PET	60"	Stock	P10	PTS7891-2
2.4 SCK	78"	Stock	P10	PTW7802
2.4 SCK	78"	Stock	P5, P10	SGL7802
1.2 mil PET	60"	Stock	P10	SGL7892-2
2.4 SCK	78"	Stock	P5, P10	SGW7802
2.4 SCK	78"	Stock	P5	SMP7802
2.4 SCK	78"	Stock	P5	TL7802
2.4 SCK	78"	Stock	P10	TT7802
2.4 SCK	78"	Stock	P5	UVS7802
2.4 SCK	78"	Stock	P10	DPT7902
2.4 SCK	78"	Stock	P10	DTW7902
2.4 SCK	78"	Stock	P5, P10	PJ7902
2.4 SCK	78"	Stock	P10	SGL7902



