

MULTIVAC at interpack 2023 (Hall 5, Stand A23)

Innovative concepts for closing and labelling of fruit and vegetable trays

Wolfertschwenden, 27 March 2023 - Sustainable solution for closing fruit and vegetable trays with a label: With its Top Wrap and Top Close labellers, MULTIVAC offers two high-quality and resource-saving solutions for the closing of fresh produce trays with labels. At interpack 2023 MULTIVAC will be presenting the new L 310 Top Wrap/Top Close conveyor belt labeller, which enables both labelling operations to be performed on the one machine.

Attractive, environmentally-friendly packaging of fresh products

When it comes to the marketing of fruit and vegetables, recyclable packs are very much on trend. In addition to full wrap labelling, MULTIVAC now offers two more high-quality and sustainable labelling solutions for fresh produce trays. Whereas Top Wrap involves applying a label to the top and both sides of the tray, Top Close closes the tray just with a label from above. Both concepts are the ideal choice for fresh products, which do not have to be packed under modified atmosphere or airtight in a vacuum. This means that a label can be used to simply close the tray and label it at the same time in one resource-saving operation - and it also meets the rising demand in this sector for sustainability.

Both labelling solutions provide a strong purchasing incentive thanks to their attractive label and recyclable pack. The self-adhesive labels on a backing material not only offer a large area for customer information and marketing purposes, they also open up a wide range of possibilities for product presentation in terms of material thickness and label shape. It is possible for example to have cut-outs in the label, as well as

adhesive-free zones, so that contact with the product is prevented. Perforations serve as opening aids and make the handling of the packs easy for the consumer. The label can also be printed on the labeller itself with a lot number or best-before date for example, and this means that an additional label for this is not required. And last but not least, producers and packers benefit from using unprinted cardboard trays, which offer flexible and efficient ordering and storage processes.

In the case of **Top Wrap**, the label ensures that the content can not fall out of the tray or be removed by the customer. In contrast to so-called full wrap labelling, which MULTIVAC has been successfully marketing for several years, the label is only applied to the top and two sides, and not around the complete pack. This saves material and still fulfils its purpose - and it is significantly more efficient with its output of 180 packs per minute. "Thanks to a combination of cardboard trays and standard self-adhesive labels made of paper or renewable materials, this produces a plastic-free pack that can be easily and perfectly recycled," explains Michael Reffke, Product Manager for Labelling Technology at MULTIVAC Marking & Inspection.

In addition to this, it is also possible with Top Wrap to use film labels made of polypropylene. Polypropylene labels offer the benefit, that the product is visible thanks to a transparent viewing window on the top of the tray. "The proportion of plastic in such a pack is under 10 % depending on the label material used," explains Michael Reffke. "The label can also be easily removed, making it simple for the consumer to separate the materials into the different recycling channels."

In the case of **Top Close**, plastic or cardboard trays with a wide flange, or even round trays, can be closed simply and securely on the top and labelled at the same time. The label only adheres to the flanges of the tray. Thanks to an adhesive-free zone in the middle of the label, the product does not come into contact with the adhesive. Transparent labels also allow the product to be viewed, while ventilation holes ensure that there is air circulation.

With an output of up to 250 products per minute, a labeller with Top Close has a particularly high output. The trays are automatically labelled on the run, and they are either fed in manually or transferred automatically from an upstream module. When compared with time-consuming, manual packaging solutions, this provides tangible cost savings and a very efficient process.

[3,317 characters incl. spaces]

About MULTIVAC Marking & Inspection

MULTIVAC Marking & Inspection is one of the leading manufacturers of labelling systems and direct web printers. The company, previously called MR Etikettiertechnik, was founded in 1972 in Enger, Westphalia, and has been part of the MULTIVAC Group since 1993. The company's wide product range extends from standard labelling and printing solutions to labellers and marking systems, which are specifically developed for individual customers. The range of products is complemented by inspection systems for weight checking, detection of foreign objects and visual inspection of packs and labelling. All these units can be integrated into complete packaging lines, and they contribute significantly to meeting the regulations and legal requirements for the quality management of packaging lines. Further information can be found at: www.multivac.com.

Company enquiries

MULTIVAC Marking & Inspection GmbH & Co. KG
 Andrea Vollenkemper
 Kupferweg 5
 D-32130 Enger
 Tel.: +49 (0) 5224 931-208
 E-mail: andrea.vollenkemper@multivac.de
www.multivac.com

Press enquiries

REDAKON
 Vera Sebastian
 P.O. box 40 15 01
 80715 Munich
 Tel.: +49 (0) 89 – 31 20 338-21
 E-mail: vera.sebastian@redakon.com

Company enquiries

MULTIVAC Se
 Tanja Böck
 Bahnhofstr. 4
 D-87787 Wolf
 Tel.: +49 (0) 8
 E-mail: tanja.b
www.multivac.com

PRESS RELEASE