

The New Packaging Trend that Meat Processors Are in Touch With

During the past two years, widespread supply chain problems have intensified the challenges that meat processors must overcome to maintain operational continuity and meet customer demand. Minimising food waste, increasing efficiencies, maximising food safety and optimising productivity have become even more critical to protecting brand reputations, sales and margins. At the same time, fresh, smoked, and processed meat companies have also had to deal with labour shortages.

It's the combination of these factors, along with ever-changing market demands, that's driving a new trend for touchless packaging automation. Meat processors are investing in intelligent vacuum packaging systems that reduce manual touchpoints to limit the reliance on labour, while also improving speed, safety and sustainability.

Faster packaging

Vacuum packaging systems such as CRYOVAC® brand VS2X and VS9X have been specifically designed to increase packaging speeds. Key equipment features such as automatic bag loaders, neck guides, cutting systems and electric conveyors all combine to optimise the speed and flow of meat products through the packaging process. These features remove human touchpoints and minimise manual interventions to enable more fresh, smoked, or processed meat to be packaged per minute.

Automated vacuum packaging equipment also provides processors with greater control over how quickly meat moves through the packaging stage. They can better align packaging with other parts of processing and benefit from a higher degree of predictability and reliability when it comes to planning production schedules.

This element of touchless packaging automation is about much more than speed and is another reason the trend has huge growth potential. For instance, optimal positioning of meat during packaging helps achieve more consistent skin-tight vacuum wrapping and sealing to enhance food safety and minimise packaging material usage and wastage.

Improved sustainability

The sustainability benefits of touchless automation extend beyond reducing levels of meat spoilage and wastage, and the more efficient use of packaging material. Vacuum packaging systems can also deliver greater levels of energy efficiency. For example, equipment such as CRYOVAC® brand VS2X and VS9X use an UltraSeal® sealing system, meaning water is not required to cool the sealing bar. This system also optimises temperature control to reduce energy consumption.

<https://www.sealedair.com/uk/products/food-packaging/vacuum-system#productLines>

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About SEE

Sealed Air (NYSE: SEE) is in business to protect, to solve critical packaging challenges, and to make our world better than we find it. Our automated packaging solutions systems help promote a safer, more resilient and less wasteful global food supply chain, enable e-commerce, and protect goods transported worldwide.

Our globally recognized brands include CRYOVAC® brand food packaging, SEALED AIR® brand protective packaging, AUTOBAG® brand automated systems, BUBBLE WRAP® brand packaging, and SEE™ Touchless Automation™ solutions.

SEE's Operating Model, together with our industry-leading expertise in materials, engineering and technology, create value through more sustainable, automated, and digitally connected packaging solutions.

We are leading the packaging industry in creating a more environmentally, socially, and economically sustainable future and have [pledged](#) to design or advance 100% of our packaging materials to be recyclable or reusable by 2025, with a [bolder goal](#) to reach net-zero carbon emissions in our global operations by 2040. Our [Global Impact Report](#) highlights how we are shaping the future of the packaging industry. We are also committed to a diverse workforce and inclusive culture through our [2025 Diversity, Equity and Inclusion pledge](#).

SEE generated \$5.5 billion in sales in 2021 and has approximately 16,500 employees who serve customers in 114 countries/territories. To learn more, visit sealedair.com.

In EMEA we have the Sealed Air's **Packforum** facility dedicated to collaboration, education and innovation to solve our customers' most critical packaging and sustainability challenges.

To learn more: <https://sealedair.co.uk/en-gb/packforum>