

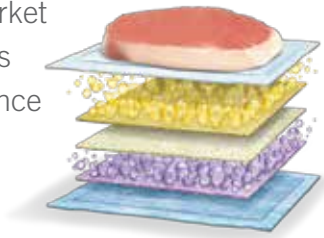
# INCREASE PROFITS, Protein Freshness and Consumer Satisfaction



UltraZap®XtendaPak Supermarket is a revolutionary active

absorbent that promotes the safety and improves the appearance and marketability of packaged meat, poultry and seafood.

UltraZapXtendaPak Supermarket reduces bacterial growth, thus maintaining product appearance as the product ages inside the package.



The reduction of bacterial growth slows the natural decay process of packaged food allowing the meat, poultry and seafood to extend freshness by maintaining better color, smell and feel.

# 47k

A typical meat department **INCREASES ANNUAL PROFITS** by up to **\$47,000** per store by using UltraZapXtendaPak Supermarket\*

## MARGINS INCREASE UP TO 1.5 POINTS

in a typical meat department with UltraZapXtendaPak Supermarket\*



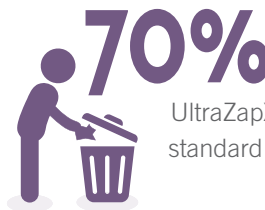
Profits increase up to **6 Percent** in a typical meat department with UltraZapXtendaPak Supermarket\*



# 1,000's

of grocery retailers and fresh food processors have discovered that UltraZapXtendaPak

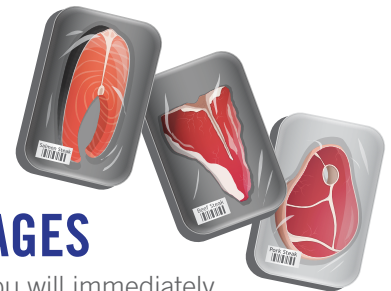
active food safety pads grow sales and margins by improving the freshness, quality, and shelf life of packaged proteins and produce



**70%** Lower markdowns, rewraps and discards by up to 70 percent by using UltraZapXtendaPak Supermarket versus a standard absorbent food pad\*

## REDUCE YOUR PULLS BY 2-3 PACKAGES

per 1,000 sold and you will immediately improve your meat department's profitability\*



## REALIZE IMMEDIATE BENEFITS

Meat, poultry and seafood will have **LESS PURGE**

Meat, poultry and seafood is **FRESHER AT THE SELL-BY DATE**

**REDUCES** surface **BACTERIA** and offensive **ODORS**

**Drastically REDUCES** product **OUT-OF-STOCKS**, leading to **MORE SALES**



NOVIPAX 2215 York Road, Suite 504, Oak Brook, IL 60523 USA Customer Service: 866-764-8338 eMail: customerservice@novipax.com www.novipax.com UltraZap® is a registered trademark of Novipax, LLC, Oak Brook, IL. United States and foreign patents and patents pending. The BRC logo is a registered trademark of the British Retail Consortium, which is being used under license. \*Source: Estimates based on empirical data provided by actual UltraZapXtendaPak Supermarket customers and projected using industry data from the Food Marketing Institute. ©2018 Novipax, LLC F18004 BMG

