

Extend Freshness and Grow Sales, Naturally



Introducing UltraZap®XtendaPak Supermarket, a revolutionary active absorbent that promotes the safety and improves the appearance and marketability of packaged meat, poultry and seafood.

FRESHNESS YOU CAN SEE, SMELL AND FEEL

The UltraZapXtendaPak Supermarket food safety absorbent includes additives that produce carbon dioxide (CO₂), an inert gas known to have bacteriostatic properties.

Moisture from the packaged protein is absorbed by the UltraZapXtendaPak absorbent pad, which then produces a steady stream of CO₂ gas inside the package.

CO₂ gas “wraps” itself around the protein creating an envelope that helps retard the growth of spoilage bacteria present on the surface of the meat. Plus, a second anti-microbial ingredient reduces the bacteria growth inside the absorbent pad and in the purge.

A reduction of bacterial growth slows the natural decay process of packaged proteins, allowing the product to extend freshness by maintaining better color, smell and feel.



Even in a non-barrier package, UltraZapXtendaPak Supermarket active absorbents combine the generation of CO₂ gas and an anti-microbial agent to produce a beneficial organoleptic effect - meat, poultry and seafood maintains better color, smell and feel through the sell-by date.

EXTENDS  PRODUCT
FRESHNESS


REDUCES
MARKDOWNS,
REWRAPS AND
DISCARDS

BETTER  COLOR,
SMELL AND FEEL


IMPROVES
MEAT DEPARTMENT
MARGINS

Measurable Benefits Are In-Store

Meat departments realize immediate benefits by using the innovative UltraZapXtendaPak Supermarket food safety absorbent:

- Significantly fewer markdowns, rewraps, and discards improve department margins and reduce labor and per unit packaging costs
- Meat, poultry and seafood will have less purge and stay fresher longer
- Drastically reduces product out-of-stocks, leading to more sales
- Reduces surface bacteria and any offensive odors
- Allows for improved product variety and selection
- Reduces the risk of in-store cross contamination
- Improves customer satisfaction

