

# BrimaPack

*Innovation in vegetable handling*



## BrimaPack shelf life film

**BrimaPack** is a company with over 60 years experience in the development and production of customer oriented solutions in the agricultural and food industry. During those years BrimaPack has become a leading player for vegetable packing solutions.

“**NicePack**” packing systems (VePack P-series packing machines) has been originally designed for Iceberg Lettuce packaging. Thanks to machine modifications and special film developments, “NicePack” is nowadays also used for packaging of broccoli, cauliflower, melons and other fruit & vegetables.

BrimaPack offers complete packing solutions for pack house and field pack operations, which saves up to 50% on packaging costs. and enhances shelf live and shelf presentation.

The packing system combines an innovative, unique packing design (closed, tight packing with seal at the butt) with an efficient and modular machine concept. Plain (common or extended shelf life) or pre printed film can be used in combination with labeling, stamping or printing.

Special BrimaFilm AF has been developed by BrimaPack for maximum shelf life extension in a natural way, by creating a optimal Atmosphere for Broccoli storage and display. The Anti fogging characteristics and packing design further enhance the fresh produce image.



*Packing, grading & handling*

Examples of shelf life tests in comparison with conventional packed produce.  
(test results after 8 days at 17°C)



### Benefits of BrimaFilm AF:

- Extension of the shelf life of fresh broccoli for 5-8 days, compared to other packing materials, and methods is easily achievable!
- Improved sales & fresh product appeal
- The shelf life is less influenced by non-refrigerated shelves at stores or broken cool chains.
- The retention of green color during storage as a measure of quality and freshness.
- Tastes better for longer.
- Average weight loss less than 1%. See graph.
- Substantial cost reduction.
- Due to longer shelf life the waste at retailers is reduced by 50 %. ( Case study M&S UK)
- Reduction of distribution & complaint costs.
- Lower supply frequency.
- Secondary packaging costs savings. No need for expensive EPS boxes and ice.
- Increases food safety, tamper proof packaging, full traceability.
- Easy to recycle packaging material.



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