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High-end lidding film has ready meals covered

By Jenni Spinner, 19-Jun-2013

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KM Packaging Services Ltd. has launched a high-performance lidding film designed to extend the shelf life of chilled ready meals.



KM Packaging is offering a ultra-high-performance lidding film for premium ready meals.

The film is aimed at high-end food brands that are looking for premium shelf appeal. The company reports the film is suitable for sealing to externally lacquered aluminium foil trays and can withstand rigorous retort manufacturing processes while maintaining reliable seal integrity, and peelability for ease of consumer preparation.

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KM Packaging developed the polyester-based film laminate upon request of a chilled, prepared food manufacturer. The KM Packaging technical team developed the laminate to fulfill the client's performance requirements and desired seal security.

The lidding film, in addition to offering enhanced appearance, enables the product to achieve 28 days of shelf life. This time period is twice as long as the life of most chilled ready meals currently on the market.

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Overcoming challenges

KM Packaging managing director Charles Smithson says high-end chilled ready meals offer food processors and packaging partners a number of unique obstacles.

"Premium chilled ready meals are quite a challenge for both manufacturers and retailers," he said. "The product not only has to achieve technical excellence but its visual appeal must justify its premium pricing. Bought by a more discerning consumer, these meals are intended to pass as home-made or purchased as a special treat; they don't fly off the shelves like the value ranges do."

Smithson said the company is pleased with the results the team was able to achieve with the new lidding film.

"Creating a lidding solution that can double the standard shelf-life for premium meals was a tremendous achievement for us," he said. "It will undoubtedly help manufacturers and retailers alike to cut down on waste and ultimately increase their sales of higher margin products."

In addition to providing this high-end lidding film, the company also offers films for sealing food trays, tubs and pots for ambient, frozen or chilled prepared convenience foods. It also provides flexible packaging materials for confectionery firms, including aluminum foil wraps, laminates, pouches and bags.

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