

Modified Atmosphere Technology

WINS 2023 WORLDSTAR PACKAGING THAT SAVES FOOD SPECIAL AWARD



★ **2023 WORLDSTAR
PACKAGING THAT SAVES FOOD
SPECIAL AWARD** ★
BRONZE WINNER



**Modified Atmosphere
Technology**
Masterpack Group/Somsix

KEY FEATURES

- ★ Modified Atmosphere material solution
- ★ Smart Sensor Technology to measure oxygen, humidity & temperature
- ★ Transforms Flexible Intermediate Bulk Containers
- ★ Extends shelf life of products
- ★ Optimises storage
- ★ Improves shipping efficiencies
- ★ Live tracking and trace of products



Masterpack is the leading expert in innovative packaging solutions. With their unique and fully integrated solution to create Modified or Controlled Atmosphere in FIBCs, they provide increased protection and extended shelf life of products, decreasing waste and loss of product and improving the quality of products.



Modified Atmosphere Technology

How have you designed the packaging to contain and protect the product from spoilage and damage through manufacture, warehouse and the various stages of distribution?

Tim de Winter, Managing Director, Masterpack Group says, *“We have designed our packaging in such a way that all aspects of the bag make sure the product inside the bag remains ‘safe’. We have developed a specific film to make sure it has the correct moisture barriers and puncture resistance for sharp products. The sealing of the materials is done in such a way there are no microleakages. The valve system, that is sealed into the bag, is quick and easy to use. Finally, the unique smart sensor technology allows to automatically measure the oxygen, temperature and humidity values of the product within the packaging wirelessly and automatically.”*

How have you designed the packaging to preserve, enhance product appeal and extend shelf life?

To be able to extend the shelf life of the product inside the bag, Masterpack Group have developed a fully integrated Modified Atmosphere Machine to store the product under very low oxygen conditions. This keeps the product fresh for a long time, kills and/or prevent pest infestations, avoids contamination of the product and re-infestations. The unique smart sensor technology monitors oxygen, temperature and humidity values.

How have you designed the pack to meet Global, Regional & Country Packaging/Sustainability and recycling targets?

The FIBC itself is recyclable as this is 100% made from PP materials. Until now, the barrier (PE) film they have been using has not be recyclable. This is due to the barriers they need to use to keep the product safe and used under ideal circumstances. However, this new iteration is the next step towards a fully recyclable packaging. The Smart sensor used on the packaging comes with a refurbishment program.



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Do you believe that your packaging effectively and intuitively minimises food waste?

Yes, the combination of how Masterpack produces the packaging, the materials they use and the way they can measure the oxygen, humidity and temperature of the product results in a sustainable solution to minimise food waste for their customers. Masterpack not only designed the packaging in such a way that food waste is already limited, but the new design enables the customer to have the control so that they can accurately measure critical values like oxygen, humidity and temperature. Customers then know which product to use first in final production to overcome food waste.

Do you measure food loss and waste against your packaging at all?

Whilst Masterpack Groups does not measure food loss and waste, the customers who use the packaging will have that knowledge. Furthermore, with their smart sensor solutions customers have a better overview and they can compare it against historical figures of food loss & waste.





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What does winning global WorldStar Packaging Award mean to your business?

“Winning a global WorldStar Packaging Award demonstrates that our Modified Atmosphere Technology solution is not only unique but also superior in addressing the needs the industry has in terms of having insight in what is going on in bulk bags and extending shelf life of physical product.”

Marc Holthuizen
Business Development Manager
Somsix



WorldStar Packaging Awards

Owned & Operated by the World Packaging Organisation the WorldStar Packaging Awards is the pre-eminent awards program in the world.

Only packaging that has won recognition in a recognised national or regional competition, either in the present year or the previous year is eligible to apply for WorldStar Competition. Currently, 73 competitions from 39 countries and regions are recognised by WPO as qualifying for entry to the WorldStar Packaging Awards program.

There are 18 General award categories and 5 special awards including Accessible Packaging Design, Marketing, Sustainable Packaging Design, Packaging that Saves Food and the President’s Award.

WorldStar Special Award - Save Food

The **Save Food Packaging Design Special Award** is designed to recognise companies that are working to minimise or prevent food waste from paddock to plate using innovative and intuitive design features that can contain & protect, preserve and extend shelf life; all the while meeting global sustainable packaging targets.

www.worldstar.org

About The World Packaging Organisation

The World Packaging Organisation is a non-profit, non-governmental, international federation of national packaging institutes and associations, regional packaging federations and other interested parties including corporations and trade associations.

www.worldpackaging.org



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