

## CASE STUDY: DANISH SEAFOOD PROCESSOR

# Vega Salmon Adopts FlatSkin Packaging

### Situation

Danish seafood processor Vega Salmon A/S were looking for a more sustainable alternative for their hot-smoked salmon products. SEALPAC had just launched their FlatSkin design, which offers a 75% reduction in plastic, and 100% recyclability.

### Solution

Vega Salmon became an early adopter of FlatSkin packaging for retail products, as SEALPAC supplied an A10 traysealer with 8-impression tooling for cardboard carriers measuring 260 x 130mm. Their new packaging came with double-sided printing capabilities, and a euro slot for stunning vertical presentation, all of which helped to make their salmon fillets stand out to consumers.

The FlatSkin design uses a cardboard carrier instead of common plastic skin trays, and the product is fixed directly to this by a highly transparent barrier skim film. The cardboard has been coated with a polymeric protective layer, which provides extra stability, and protects against grease, moisture, and oxygen.



### Results

Vega Salmon received a highly unique and sustainable packaging design, which made their products stand out at retail.



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