

THE NATURAL WAY TO EXTEND FRESHNESS.

UltraZap  **XtendaPak**
Patented and Patents Pending



Extend Freshness and Grow Sales, Naturally



Discerning consumers are more likely to purchase a packaged protein if the product looks, smells, and feels fresh.

Working with a team of industry experts, Paper Pak Industries has developed an innovative way to improve the appearance, marketability and safety of packaged meat, poultry and fish.

UltraZapXtendaPak is a revolutionary active absorbent pad designed to extend freshness by maintaining the protein's sensory features: color, texture and smell.

UltraZapXtendaPak reduces the bacterial growth in packaged meat, poultry and fish, thus maintaining product appearance as the product ages inside the package.

Freshness You Can See, Smell and Feel

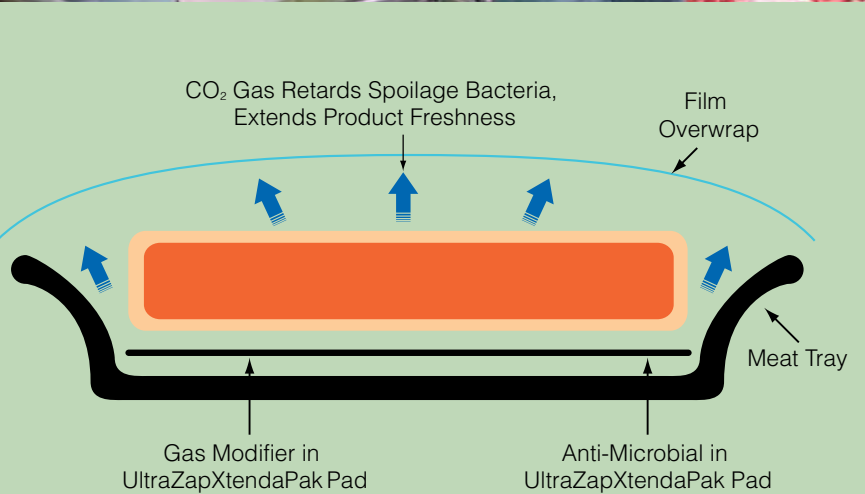
The UltraZapXtendaPak active pad includes additives that produce carbon dioxide (CO₂), an inert gas known to have bacteriostatic properties.

Moisture from the packaged protein is absorbed by the UltraZapXtendaPak cellulose 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 cellulose 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.



Measurable Benefits Are In-Store

Meat departments will realize immediate benefits by using the innovative UltraZapXtendaPak absorbent pad in-store:

- Significantly fewer markdowns, rewraps, and discards improve department margins and reduce labor and per unit packaging costs
- Drastically reduces product out-of-stocks, leading to more sales
- Product is fresher at the sell by date
- Reduces surface bacteria and any offensive odors
- Product will have less purge and stay fresher longer
- Allows for improved product variety and selection
- Improves food safety in the store and at home
- Reduces the risk of in-store cross contamination and related retailer liability
- Improved customer satisfaction
- Retailer can extend use-by or freeze-by dates
- Extended home storage shelf life

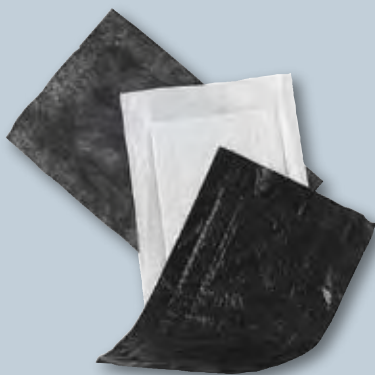
Even in a non-barrier package, UltraZapXtendaPak active pads combine the generation of CO₂ gas with reduced bacterial growth to produce a beneficial organoleptic effect – meat, poultry and fish maintain better color, smell and feel through the sell-by date.



An Innovative Active Pad That Works In-Store

Patented and patents pending, the UltraZapXtendaPak absorbent pad includes the features that the leading processors and retailers prefer:

- Our patented UltraZap® pouch pad is sealed on all four sides and features a highly creped cellulose absorbent core that locks in moisture
- UltraZap's layered cellulose effectively wicks purge inside the pad, unlike fluff pads that do not fully wick purge and tend to allow fluff particles to burst out
- Available in a variety of sizes, colors and absorbencies
- "Active" ingredients comply with government food packaging safety standards



"UltraZapXtendaPak is a proven and simple way for meat merchandisers to enhance freshness, extend shelf life, increase sales and reduce shrink."

Retailers across the country are discovering that the UltraZapXtendaPak active pad is a cost-effective way to improve bottom line profits."

Cy Jansen

*Former Vice President, Meat Merchandising
Schnucks Markets*

"UltraZapXtendaPak has innovatively applied modern principles of active packaging to generate synergistic natural antimicrobial effects in pads that constitute an integral component of in-store packages to help retard adverse microbiological changes in fresh meat or poultry."

By incorporating the natural preservative effects of carbon dioxide into packaging, Paper Pak Industries is offering a remarkable breakthrough in fresh meat and poultry packaging for supermarket operators."

Dr. Aaron L. Brody

President and CEO of Packaging/Brody, Inc.



improving customer satisfaction one package at a time