



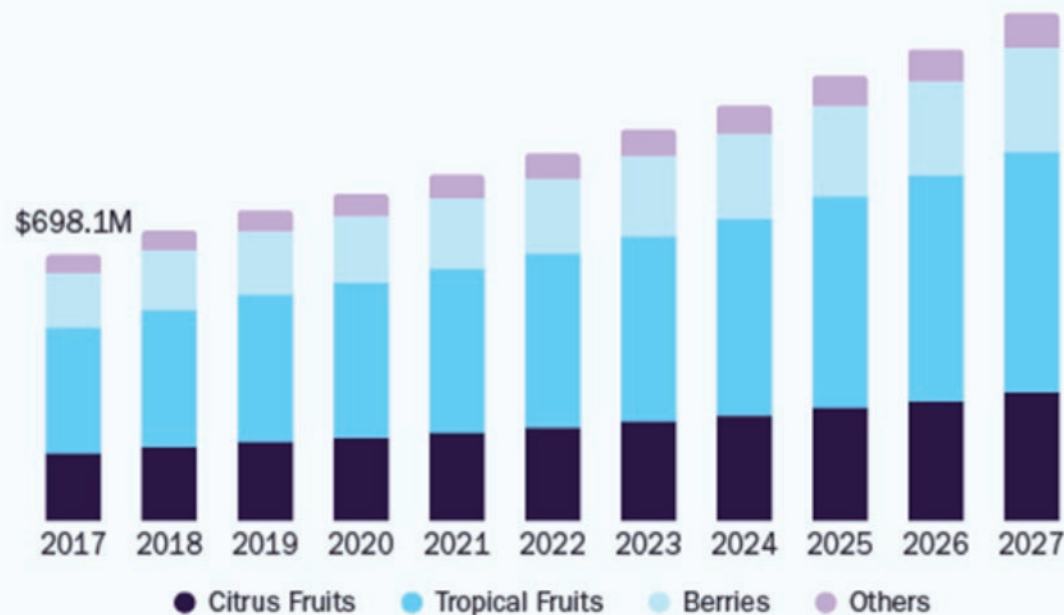
## **FLEXIBLE PACKAGING FOR FROZEN FRUITS AND VEGETABLES**

The frozen food industry, as a whole, has been experiencing global growth in recent years; from \$407 billion in 2020 to over \$440 billion in 2021. This is due to a variety of factors, including the increasing awareness of the healthful benefits of quick-frozen produce and the demand for easily prepared frozen meals.

**One important sector of the frozen food market, frozen fruits, is projected to experience a CAGR of 6.7% from 2020 – 2027.**

### Frozen Fruits Market

size, by product, 2017 - 2027 (USD Million)



**6.7%**

Global Market CAGR,  
2020 - 2027

One of the main reasons why consumers purchase frozen fruits and vegetables is due to the brief shelf-life of their fresh counterparts. Fresh foods, after being exposed to elements on their way to the store, often last less than two weeks, while frozen foods can last up to ten months when blanched and quick-frozen using the latest technologies. Providing a frozen product that will last longer, while maintaining the taste and quality of a freshly harvested one, is a key element for the success of a brand.

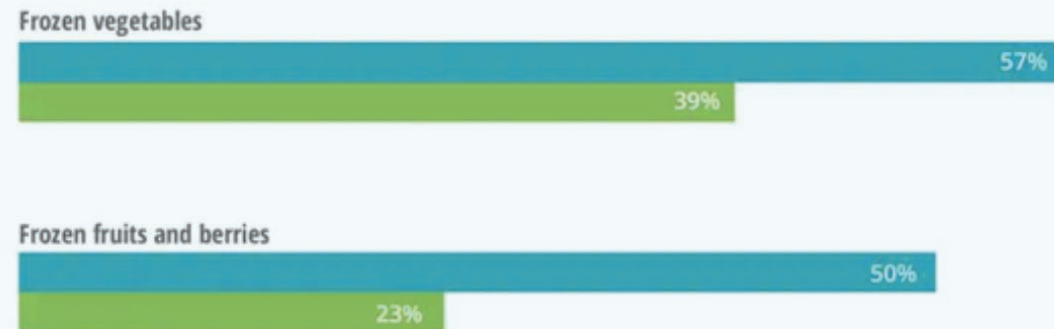
Consumers currently feel that frozen fruits and vegetables are just as good as, if not better than, fresh, considering the shelf life and relative costs of these foods according to Deloitte Insights.

Source: Grand View Research (grandviewresearch.com)

### Younger consumers take frozen into the future

(Percentage agreeing frozen is just as good or better than fresh)

■ 18 to 34 ■ 55+

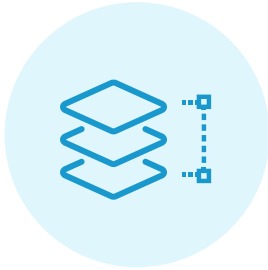


Source: Deloitte Insights' 2021 Future of Fresh Survey of US consumers ([deloitte.com/insights](https://deloitte.com/insights))

There are important considerations when packaging frozen fruits and vegetables. Because any quality food grade packaging of produce is a considerable expense, these should be weighed carefully. Shelf stable packaging needs to protect delicate produce which is highly vulnerable to damage on its journey along the food supply chain. It also needs to provide a strong barrier from elements such as temperature, oxygen and moisture. Packaging should also provide convenience features for customers such as resealable options. And, finally, quality packaging should allow for clear, attractive messaging to communicate product attributes and instructions.

Here, we will discuss the role of plastic packaging for fruits and vegetables. Printed rollstock and laminated plastic films are fruit and vegetable packaging supplies that check all the boxes. We'll talk about the benefits and advantages of plastic film packaging as well as current trends in the flexible packaging industry for frozen fruits and vegetables. Finally, we'll fill you in on what Polymerall can do for frozen food packaging.

## Benefits of Flexible Packaging for Frozen Fruits and Vegetables



### HIGH BARRIER

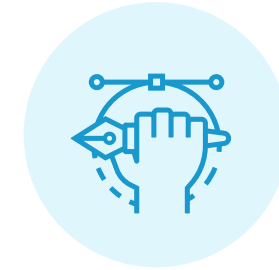
Even at low temperatures, the multilayer structures of laminated plastic film lock in the quality and freshness of Individual Quick Freezing (IQF) technology for long periods of time. Whether the product is a ready-made meal or a bag of frozen strawberries, the right combination and structure of laminated films can be utilized for the best protection while traveling the cold chain from production and packaging to a customer's grocery chart. Options such as vacuum packaging for frozen vegetables remove oxygen from the product and create a tight seal.



### CONVENIENCE OPTIONS

Printed rollstock offers a variety of convenience options for the consumer and for the frozen food brand. For the customer, features such as tear notches, resealable zippers and microwavable bags have proven to be popular and are easily added to flexible packaging solutions. Smaller pouches for individual meals are designed for health-conscious consumers concerned with portion control and food waste.

For the frozen food brand, being able to choose from a variety of sizes and formats is a real advantage in a competitive market.



### HIGH QUALITY DESIGN

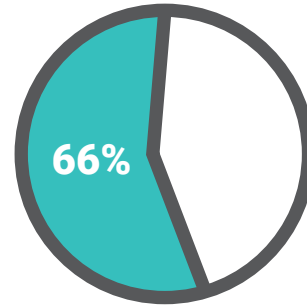
The frozen food aisle in the grocery store is filled with options, which means a high-quality packaging design is absolutely essential. Laminated films and printed rollstock can be easily customized to include high quality logos and graphics, and, of course, information to connect the customer to your brand.

It's important that the labeling and design stay intact when exposed to both freezing and boiling temperatures on food grade packaging such as microwavable freezer bags. Printed rollstock and laminated films can be printed with high-resistance inks, which shed almost zero residue and do not tend to fade.

## First Impressions



Almost a **third** of product purchasing decisions are based on packaging



**66%** of consumers said they have tried a new product because of the packaging.



**More than 70%** of buying decisions are made in the store

Source: Business Insider (businessinsider.com & brandpackaging.com)



## Trends in plastic packaging for frozen fruits and vegetables



### Sustainability

Consumers are becoming increasingly aware of environmental issues and are actively seeking ways to lower their impact on the planet. Flexible packaging uses less resources than traditional packaging, creates less carbon footprint and contributes less to landfills.

Still, the industry seeks ways to become more sustainable, and this is an important feature in the frozen foods packaging sector. When families choose frozen fruits and vegetables, they experience less food waste, especially when buying products in laminated films. Food lasts longer with multi-layer films, and can be stored more efficiently with less shelf space.



### Stand-up Pouches

Stand-up pouches are experiencing popularity with consumers, due to the ease of storage and convenience features such as handles, resealable zippers and low-spill design. Most of the pouches are now recyclable, which is also a popular feature.

Frozen food companies like them due to the double-sided branding opportunities.



## Polymerall and Frozen Fruit and Vegetable Packaging

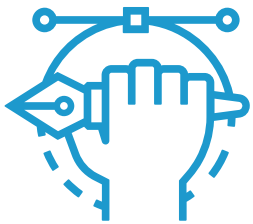
At Polymerall, we offer printed rollstock and laminated plastic film that is customized for your unique product needs. Our high barrier film laminations will protect the quality of your frozen food products while providing graphic design assistance, every step of the way. Our entire manufacturing process is controlled in-house to perfect the packaging solutions your product requires.

Get in touch today for a personalized quote!

## Why choose Polymerall?

### We Are Your One-Stop Go-To for All Your Flexible Packaging Needs

Our team of creative professionals is dedicated to improving brands with customized, efficient and innovative flexible packaging solutions. Producing custom printed, laminated and specialty finished rollstock, laminated films and high-barrier films is one of our specialties.



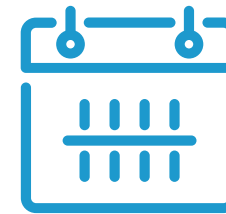
#### Customizable Design

We offer high-quality packaging solutions with sustainable alternatives such as oxo-biodegradable additives, water-based inks and solvent-less lamination, plus all our packaging can be recycled by consumers.



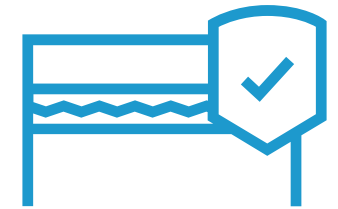
#### Minimum order quantities

We are proud to offer low minimum order quantities.



#### 4 week lead time

4-week lead time, while we work with each client to ensure their product is designed to boost sales, maintain freshness, and lead their company to success.



#### Highest safety certifications

Our facilities and operations have also been awarded the highest safety certifications possible, including the ISO 9001 Quality Control Certification, and the FSSC 22000 Food Safety Certification.



Our manufacturing facilities hold **ISO9001, FSSC 22000, FDA and HACCP certifications** that guarantee the quality of our products and services.





