



**GO  
FOAM  
FREE!**



**Recyclable  
Plastic Trays.**



# Towards 2025.

As a signatory of the Australian Packaging Covenant (APCO) and the Packaging Council of New Zealand (PAC.NZ), we are on a journey towards creating a circular economy – we are committed to help Australia and New Zealand play their part in achieving the 2025 National Packaging Targets set out by the Environment Ministers.

We continue to work with our suppliers, customers and the public to achieve these key Targets:

- Design our packaging to be fully reusable, recyclable or compostable
- Use 30% of recycled content in our plastic packaging
- Eliminate problematic and unnecessary packaging through design, innovation or introduction of alternatives



# Go sustainable, Go foam-free.

## Supermarket meat trays

Plastic is an essential material in the meat industry. At the processing level, it plays an important part in food safety, storage and shelf life, transport and product quality. In retail, it is again used for food safety, but also for retail presentation and to provide consumers with a safe and convenient means of transporting and storing products at home.

Yet, there is growing community awareness that plastics must be used responsibly. That includes reducing their primary use – where possible – and ensuring used trays are recovered, reprocessed, reused or disposed of in the most environmentally responsible ways available.

## Trays compared

The most widely used trays by supermarkets will be discussed in the comparative analysis below.



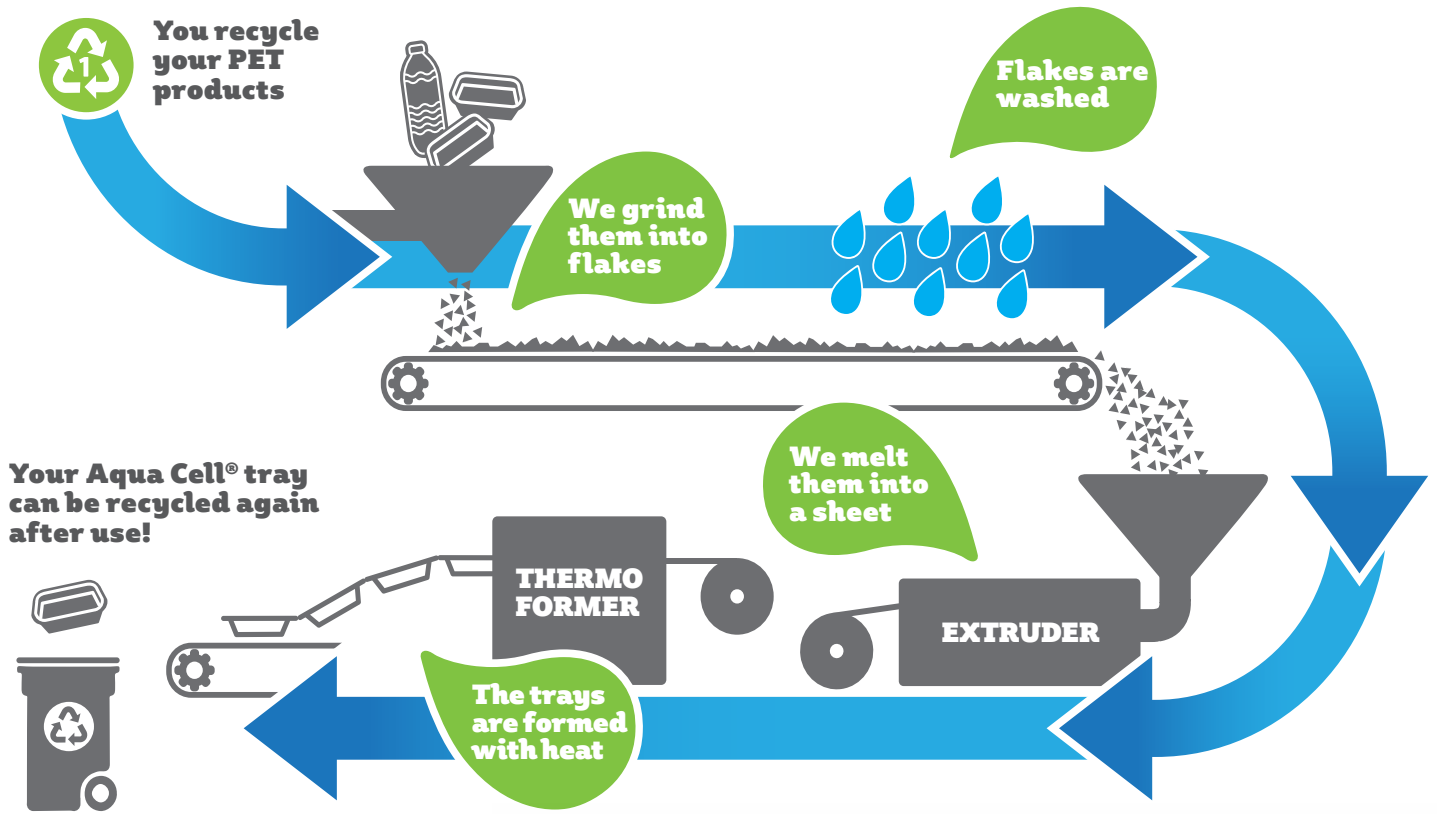
Supermarket Meat Trays	Plastic EPS (Foam)	Aqua Cell® (Recyclable PET)
<b>The plastic</b>	Plastic EPS (Expanded Polystyrene)	Post-consumer #1 PET plastic (Polyethylene Terephthalate)
<b>End-of-life disposal option</b>	General waste / Landfill bin	Co-mingled recycling
<b>Recyclable</b>	<b>No.</b> Foam is not accepted in co-mingled recycling. Foam trays are rejected by recyclers because they are contaminated with blood	<b>Yes.</b> Clear PET plastic trays can be recycled locally, and reused again to produce food contact packaging.

Currently, hundreds of millions of foam trays are sent to landfill every year after being in use for about one week. Up until now, there has been no real alternative but to landfill the used products as foam is not accepted via kerbside schemes.

To address this problem, Castaway® has developed a sustainable, cost-effective and attractive packaging solution that allows your supermarket to go foam free, and create a circular economy for plastic trays.



# The Aqua Cell® story.





# Product innovation.

## Made from recycled bottles

As part of our ongoing commitment to sustainability, we aim to have the best environmental outcomes by increasing the content of recycled material in our packaging, which are fully recyclable at kerbside collections.

- Made from at least 60% post-consumer recycled #1 PET plastic (RPET)
- 100% recyclable via household co-mingled kerbside collection programs
- Clear trays are easier to identify than black trays in recycling facilities, resulting in less trays being sent to landfill
- By using Aqua Cell® trays, you help prevent plastic bottle from ending up in landfill and our oceans.



**MADE FROM  
AT LEAST  
60%  
RECYCLED  
PLASTIC**

## Australasian Recycling Label (ARL)

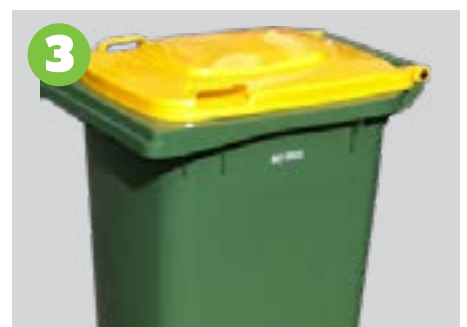
The newly launched Australasian Recycling Label, developed by Planet Ark, PREP Design and APCO, is an important component of our commitment to educating customers.

All Aqua Cell® cartons have applied the new labelling system for instant identification of disposal methods.



## How to recycle — the three steps

Thoroughly rinse the tray in the household sink, tapping the back of the tray to remove excess fluid captured in the cells. This ensures that the tray is clean and safe to be recycled back through the waste stream. Place the tray in your plastics recycling bin for kerbside collection.



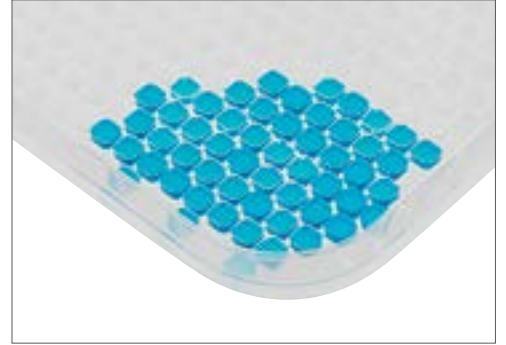


# Aqua Cell® design

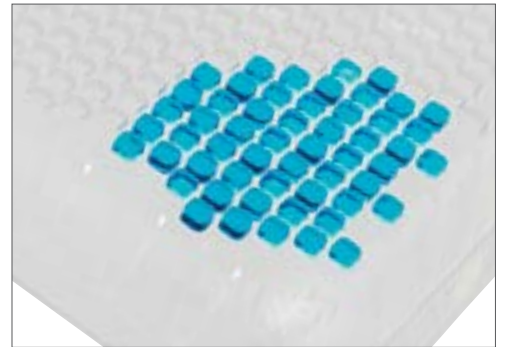
## What is an Aqua Cell®?

An Aqua Cell is a specially designed fluid capture and retention system.

- Uses surface tension to capture and retain fluid
- Prevents fluid leaking out through the film over-wrap
- Cells hold fluid even when the tray is upside down
- By capturing fluid at the point of contact, Aqua Cells prevent the fluid from pooling in the tray, resulting in better presentation on the shelf.



Tray upright



Tray upside-down

## Safe for food contact

All Castaway® Aqua Cell® trays are made with a thin outer layer of virgin PET that is certified safe for food contact, meeting government regulations.

Each tray is manufactured in Australia in HACCP certified facilities to ensure high quality for your meat products.



# Product features.



## Made with 60% recycled content

Every tray is made from at least 60% of post-consumer recycled #1 PET plastic (RPET) - contributing to resource recovery and a circular economy for materials.



## High clarity RPET material

Ultra-clear PET plastic provides optimum product visibility for improved shelf appeal and freshness perception - promoting increased customer satisfaction and repeated sales.



## 100% recyclable

PET plastic can be recycled via household co-mingled kerbside collection programs throughout Australia. Clear trays are also easily identified in recycling facilities - preventing them from being sent to landfill.



## Aqua Cell® design

Each Aqua Cell uses surface tension to capture and retain fluid, preventing fluid from pooling in the tray, and improving product presentation.



## 30mm internal depth

Allows the meat to sit neatly in the tray for stacking on the shelf, for superior product protection and streamlined handling.



## Maximum fluid capture

Aqua Cells cover the full available surface area of the tray for maximum fluid capture to keep the meat fresh and enticing.



## Stackable & nestable

Aqua Cell® trays are stackable to ensure maximum storage space efficiency, fast and easy handling and transportation for reduced footprint and better organisation.

## Applications



**Fresh meats**



**Poultry**



**Processed meats**



**Seafood**



**Produce**



# The film.

Our range of cling film solutions will ensure superior shelf presentation and protection of your meat products. The shelf-life of your product is extended with an innovative PVC film structure which controls oxygen transmission and retains colour.



Superior cling, stretch and clarity



Suitable for chilled or frozen products



Reduces spoilage and wastage



Manual or automatic wrapping



Food-grade PVC, Phthalate and BPA-free



Australian made in HACCP certified facilities

## All Purpose



13 micron

1300 m x 40 cm

DHW1300X40 (1000151)

1300 m x 45 cm

DHW1300X45 (1000152)

1300 m x 50 cm

DHW1300X50 (1000153)

## Produce



15 micron

1300 m x 45 cm

RBW1300X45 (1000206)

1300 m x 50 cm

RBW1300X50 (1000207)

## Meat, Seafood & Poultry



16.5 micron

1300 m x 40 cm

RBW1300X45 (1000206)

1300 m x 40 cm

RBW1300X50 (1000207)

1300 m x 40 cm

1000397



16.5 micron

800 m x 40 cm

ISH800X40 (1000563)

800 m x 45 cm

ISH800X45 (1000564)

800 m x 50 cm

ISH800X50 (1000548)



15 micron

1300 m x 40 cm

WED1300X40-FLX (1000204)

1300 m x 40 cm, CAST

WED1300X40-ULT (1000132)

1300 m x 45 cm

WED1300X45-FLX (1000205)

1300 m x 45 cm, CAST

WED1300X45-ULT (3000133)





# The range.

Place your order today!

## Tray 75

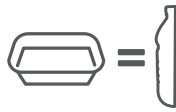
**NEW**



Cells hold **22 ml** of fluid

180 x 133 x 34 mm  
Clear | Recycled PET  
Carton qty: 600

CA-AC75-L



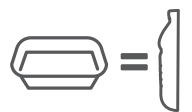
## Tray 85

Cells hold **23 ml** of fluid



200 x 125 x 34 mm  
Clear | Recycled PET  
Carton qty: 560

CA-AC85



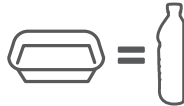
## Tray 87

Cells hold **40 ml** of fluid



200 x 175 x 34 mm  
Clear | Recycled PET  
Carton qty: 380

CA-AC87



## Tray 115

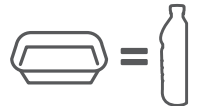
**NEW**

Cells hold **38 ml** of fluid



285 x 140 x 34 mm  
Clear | Recycled PET  
Carton qty: 360

CA-AC115-L



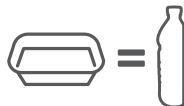
## Tray 115

Cells hold **37 ml** of fluid



255 x 135 x 34 mm  
Clear | Recycled PET  
Carton qty: 370

CA-AC115-370



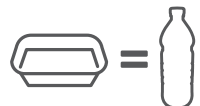
## Tray 119

Cells hold **67 ml** of fluid



274 x 221 x 34 mm  
Clear | Recycled PET  
Carton qty: 240

CA-AC119



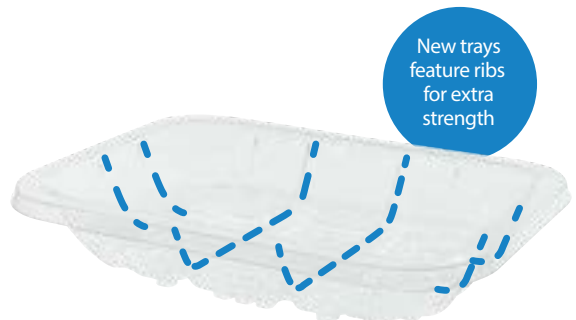
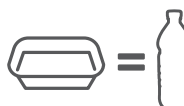
## Tray 119

Cells hold **66 ml** of fluid



255 x 205 x 34 mm  
Clear | Recycled PET  
Carton qty: 260

CA-AC119-260



New trays feature ribs for extra strength



# Promotional material.

Customers can be assured that the trays are able to be recycled. The key is to not only provide them with sustainable options, but also to educate them on the best method of disposal. Inform customers about your active commitment to a sustainable society. Ask us for your free promotional shelf talkers, counter signs and memos to use in-store.

## Shelf talkers

There are two different shelf talker designs available and both fit into standard shelf strips. But if you don't have shelf strips, simply use the double-sided tape that is pre-applied to the shelf talker.

## Counter signs

Our informative counter signs enable you to educate your customers on how to recycle properly.



**WE'VE GONE FOAM FREE.**

**3 easy steps to recycle.**

Thoroughly rinse the tray in the household sink, tapping the back of the tray to remove excess fluid captured in the cells. This ensures that the tray is clean and safe to be recycled back through the waste stream. Place the tray in your plastics recycling bin for kerbside collection.

**1**  **2**  **3** 

**AQUA CELL**

**recycle**

## Customers memorandum

It is important to inform your customers and the community about your business' efforts to become environmentally friendly, while encouraging customer participation in waste reduction.

We've put together the above memorandum to help one of our customers communicate the benefits of choosing Aqua Cell® trays.

**WE'VE SWITCHED TO RECYCLABLE MEAT TRAYS!**

Dear Customers,

We're pleased to announce that we've moved away from non-recyclable expanded polystyrene packaging into recyclable R.P.E.T trays.

The Recyclable Meat Trays are made from at least 60% post-consumer recycled P.E.T (R.P.E.T) and can be recycled via household recycling collection programs throughout Australia.





If you have a specific question not covered here, please ask our Marketing Department.

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