



Policarta

Innovative Packaging Solutions

“In times of rapid change, experience could be your worst enemy”

[Jean Paul Getty]



A STORY OF VALUES AND SUCCESS IN “INNOVATIVE PACKAGING”

Our main goal is to provide the means to add to the value of our clients' products. We accomplish that by a blend of creativity, innovation and safeguarding the ecology. “That’s Why Policarta Makes a Difference” is our slogan. Indeed, for over 150 years Giusti family is dedicated to the development of packaging for alimentary and non-alimentary products. And we are convinced that properly developed solutions, especially for the alimentary products, must facilitate not only their storage but the subsequent processing/preparation. Born as a company producing cellulose materials, albeit having subsequently changed first its nature and later its structure, Policarta keeps unaltered its essential tendency towards creating the products in which paper is a dominant element. Our research and innovation revolves around eco-sustainable processes and products, where “eco” expresses not only the concept of ecological sustainability but that of economy. This allowed us to develop a wide range of solutions for numerous requirements of the alimentary products sector in terms of both economy and ecology.

Some facts about Policarta :

33 international patents testifying our ability to innovate;

Packaging Oscar 1997 for the most innovative packaging
[Fresh&Safe – Policarta patent for packaging freshly baked bread];

Comieco Prize 2000 for packaging with minimal environmental impact;

InnovaLazio Prize for a company with the highest innovation index;
Salone European Prize for Innovation, Paris 2005, for bread packaging;

Finnish Government "Product of the Year Prize" for our "Cooked&Safe";

Natural Product Expo West Prize, 2011 (USA) for the best new vegan product.

Recently, Policarta received the Ecomondo ["Ecoworld"] Prize awarded by the Sustainable Development Foundation and by the President of the Italian Republic. This prize was awarded in the "Waste and Resources" section for having developed a composite-material alimentary packaging material certified as compostable and usable in conventional automatic packaging machines. This packaging employs diverse cellulose- and biofilm-based materials and yet remains fully compostable together with food waste. Consequently, this packaging by Policarta complies with the European norm requiring prevention of production of scarcely recyclable waste on the one hand, and the promotion packaging conducive to recycling, on the other.

Policarta is a UNI EN ISO 9001 -2008 - certified company (Certif. Num. TIC1510085484).

It operates in a 6.000 sq.m. production facility built and set up according to the standards provided by BRC-IOP [certification forthco-

ming].

It has recently obtained an Italian Composters' Certificate for having developed a compostable packaging product.

Finally, Policarta deals with FSC-certified raw materials.



Un packaging creato per il futuro. Dalla collaborazione tra Policarta e Solterra Foods USA, nasce un nuovo modello di interazione tra packaging e prodotto. Policarta srl, ha generato questa nuova opportunità, con la tecnologia brevettata "Bake in Bag", creando nuovo "valore" in favore del prodotto, dei consumatori e dell'ambiente.





THE OVEN WITHIN THE OVEN

Policarta has developed its Chef Pack™, which is not a simple packaging but a dynamic technological platform. It is dynamic because with due “tailor-made” modifications it allows to cook practically any type of frozen food in conventional oven and, more importantly, to obtain incomparably excellent cooking results in the microwave oven [notoriously difficult to obtain with other solutions].

This is possible thanks to a particular mix, or rather a range of mixes, of 100% biodegradable materials developed expressly for the requirements of respective alimentary products with a view of optimising the final cooking result.

In collaboration with the major players of the food industry – primarily abroad – Policarta developed and tested its prototypes in its laboratories and test-kitchens acquiring a considerable experience in the areas of vegetable products [side-dishes, soups, vegetables, etc.], sea food [fish filets, fish-based ready meals, breaded and/or battered fish, etc.], oven-baked products [pizza, panini, sandwiches, etc.] and snacks [breaded products, such as chicken, etc.].

CHEF PACK™ - New technology developed and patented by Policarta for a 100% biodegradable packaging suitable for cooking in both conventional and microwave ovens of pre-cooked / deep-frozen foods in completely hermetic and hygienic conditions.





Chef  **Pack**™ FISH FINGERS



What can be better than to be able to make at home a dish of “fish & chips” with minimum effort and the best possible taste?.

Using the fish-fingers version of the Chef Pack™ anyone would be able in a few minutes to prepare one of the dishes most appreciated and most widely sold on the European market. With its patented technology the involucre becomes an integral part of the cooking process – a sort of “an oven inside the oven” allowing the breaded product it contains to keep: all juices and flavours within, and a golden externally dry and consistent crust. It allows a completely new, more practical and versatile utilization of food, keeping clean both the oven and the crockery, and improving the cooking results compared to any other packaging system in the market to-date. Moreover, in a microwave the final product is vastly superior to the one prepared outside the packaging or with perforated/cut packaging.

Chef Pack™, why the hunger can't wait!

CHEF PACK™ - Fish Fingers: microwave cooking time 2 minutes at maximum power; electric oven cooking time 25 minutes at 180°C. The product's internal temperature at the end of preparation in both appliances is >80°C.



Chef  **Pack**™ CHICKEN NUGGETS



The number one snack in the world, children's – and not only children's – favourite; a new name for free time, friendly company and goodness throughout the world.

The chicken nuggets version of Chef Pack™ allows to cook this famous dish in either a conventional electric or the microwave oven. The cooking performance leads to superb results in both appliances with the perfect balance between the tenderness inside the product and the crunchiness and consistency of the surface. However the real difference is an incomparable result produced in the microwave oven where our involucre allows for an incredible performance. It is particularly notable that Chef Pack™ is able to enhance the taste and to bring out the best out of both the classic breading and batter. It is a cooking platform able to open the road to a new, more modern and practical line of food consumption without losing the quality typical for traditional methods.

Chef Pack™, quality needs not to compromise!

CHEF PACK™ - Chicken Nuggets: microwave oven, 2 minutes at maximum power; electric oven, 25 minutes at 180°C. The product's internal temperature at the end of preparation in both appliances is >80°C.



Chef **Pack**[™] FISH FILLETS



For a properly cooked product nothing should be left to chance because the real difference lies in detail.

The “ready meals” version of Chef Pack™, is structured to get the most out of the gourmet product it contains. As for fish fillet cooking platform, although realized with 100% biodegradable materials recyclable entirely in the paper category, it is able to keep all the liquids required for producing perfect sauce on the inside while letting out the excess vapour without resorting to any sort of openings and perforations but only thanks to the modular barrier which is an integral part of the material itself. Apart from that, the structure of our involucre allows its use in all three technologies most used in home environment with excellent performance in all of them with a particular stress on the fact that it is the only solution to-date to be used safely in gas ovens.

Chef Pack™, why anyone can be a chef!

CHEF PACK™ - Fish Fillet: microwave oven, 4 minutes at maximum power; electric oven, 20 minutes at 180°C; gas oven, 15 minutes at 200°C. The product’s internal temperature at the end of preparation in all appliances is >80°C.



Chef **Pack**[™] PASTA



La pasta is a symbol of Italian cuisine par excellence, synonymous with quality and good food around the world.

The “ready meals” version of Chef Pack™ is structured to get the most out of the meal it contains and to make you feel the flavours and tastes of Italy wherever you may be. The performance of this cooking platform is extraordinary allowing to get a perfectly cooked product and the pasta “al dente”. The 100% biodegradable and recyclable paper-base platform has high-performance barrier functions against water and fat/oil combined with a dynamic barrier against water vapour letting out of the involucre the excess humidity. Besides, it contains a sophisticated susceptor material (obtained from 100% natural materials) able to screen the involucre against microwaves, letting in just the amount of power strictly necessary for a correct thawing of the food before the actual cooking process consequently occurring largely through heat radiation as if in a traditional oven thanks to the fact that this material interacts with the microwaves strongly increasing the temperature of the involucre itself.

Chef Pack™, why eating well is no longer a luxury reserved to a lucky few!

CHEF PACK™ - Ready Meals” / Pasta: microwave oven, 4 minutes at maximum power. Temperature at the end of preparation >80°C.



Chef  **Pack**™ **POPCORN**



There is no evening in front of the TV as the evening with our favourite popcorn!

Chef Pack is a 100% biodegradable and recyclable solution in the paper line, capable of rendering popcorn crunchy and fragrant in a few minutes, while limiting the number of un-popped grains and containing the oils without the use of PFOA or metal-base susceptor materials.

Chef Pack™, because there are no limits to imagination

CHEF PACK™ - Popcorn: microwave oven: 1.30 – 2 minutes at maximum power. Unpopping ≈ 1%.



Chef PackTM PIZZA



Pizza is the number one food in the world in terms of consumption and one of the most widely used winner brands

Enjoy the maximum pizza potential thanks to Chef Pack. Its technology allows cooking any kind of pizza without unfreezing it first, in any oven (from the most traditional to most advanced, including the fast-cooking conveyor ovens), obtaining perfect results keeping the top of your pizza soft and juicy, and the bottom crunchy and completely dry. Apart from that, its advanced technological platform allows cooking the allergen-free products (that is, containing no glutes, milk, eggs etc.) in total safety, without any risk of cross-contamination, because cooking takes place in a hermetically sealed package.

Chef Pack™, because a good pizza can make your day!

CHEF PACK™ - 12-inch pizza in a conveyor oven: 9 minutes at 260°C; and 15/20 minutes in an electric oven at 180°C.



Chef PackTM MEAT



Whether the glazed chicken wings or a juicy Texan BBQ, or the mouth-watering Steak & Ale Pie, meat is still one of the traditional favourites.

Chef Pack™ allows to re-live the flavour of a meat dish, tasting as if it was just cooked fresh for friends on a back-yard BBQ or in the kitchen on the spur of the moment. Its patented technology allows to proceed directly from the frozen product to a delicious ready dish prepared in any oven including the microwave, without losing either the juicy quality of the meat or the right consistency of the sauces. In the course of the heating, the perfectly sealed package works as an oven inside the oven, modulating the heat, the hot air circulation, vapour permeability and, in a microwave, the microwave permeability, while keeping the product totally safe from any contamination.

Chef Pack™, because any place may feel like home

CHEF PACK™ - Microwave oven, 4 minutes at maximum power; electric oven, 20 minutes at 180°C. The product's internal temperature at the end of preparation in all appliances is >80°C.



100% BIODEGRADABLE
 NO PLASTIC FILM USED
 100% RECYCLABLE IN THE PAPER LINE
 PFOA FREE
 NO METALS

A DIFFERENCE BETWEEN JUST PACKAGING AND A COOKING PLATFORM

Evident conclusion: all the alternatives to Chef Pack that exist on the market today are, basically, packaging solutions for freezing the contents. Apart from being indifferent containers, they have very little if any function as far as the actual cooking of the product is concerned.

Conversely, while performing as well as the others for packaging in deep freeze, on the subsequent stages of the product's progress and contrary to all other alternatives, Chef Pack ceases to be just packaging and becomes a taste-enhancing preparation-facilitating ecological cooking platform.

THE FEATURES \ THE ENVELOPE	REQUIRES OPENING/CUTTING/PERFORATION	REQUIRES OVER CLEANING	REQUIRES A SERVING SUPPORT TO BE WASHED SUBSEQUENTLY	REQUIRES A SEPARATE OVEN FOR GLUTEN FREE FOOD	TOP OF THE PRODUCT DRY	BOTTOM OF THE PRODUCT SOGGY	ENHANCES TASTE BY REGULATING EXCESS HUMIDITY	REMAINS JUICY	ECO SUSTAINABLE RECYCLABLE IN THE PAPER CATEGORY	ALLOWS PRINTING WITH WATER BASED VEGETABLE INKS
CHEF PACK™ [SPECIAL PAPER WITH TAILOR-MADE BARRIERS]	NO	NO	NO	NO	YES	NO	YES	YES	YES	YES
PLASTIC / PLASTIC + PAPER / PLASTIC + ALUMINIUM	YES SEE NONE	YES	YES NO DEPENDING ON THE TYPE	YES	NO	YES	NO	NO	NO	NO
CARTON [PLASTIC-COATED] MONOPORTION	YES SEE NONE	YES	NO	YES	NO	YES	NO	NO	NO	YES
CARTON FOR MULTI-UNIT FREEZING [STILL PLASTIC-COATED]	N/A SEE NONE	N/A SEE NONE	YES SEE NONE	YES	NO	YES SEE NONE	NO	NO	NO	YES
NONE	N/A	YES	YES	YES	NO	YES THOUGH LESS THAN IN PLASTIC	NO	NO	N/A	N/A



ENVIRONMENTAL RESPONSIBILITY

All Policarta's research has always revolved around one dominant theme: eco-sustainability. In fact, based on highly advanced technological trends, the company innovations allow the complete biodegradability and in many applications also recyclability in the paper category and even compostability and the possibility of disposal in the chain of wet alimentary products.

That commitment of ours is present on all level and in all production All Policarta's research has always revolved around one dominant theme: eco-sustainability. In fact, based on highly advanced technological trends, the company innovations allow the complete biodegradability and in many applications also recyclability in the paper category and even compostability and the possibility of disposal in the chain of wet alimentary products.

That commitment of ours is present on all level and in all production processes representing a fundamental component of Policarta's mission, and it is a continuous challenge to constantly improve our offer of both the products and the processes either at the project or production phase.

"The sale" is not a final objective but a natural result of a better service respectful of the environment that surrounds it and sensitive to the exigencies of those who are looking for it – both the acquired and potential Clients.



Policarta
Innovative Packaging Solutions

© 2013 - Policarta s.r.l.

P.IVA 01430970564

Via E. Mattei 1 Z.I. Bassano in Teverina 01030 (VT)

Tel. +39 0761 407749 Fax. +39 0761 407748

www.policartainternational.com