

SEAWELL™ SYSTEMS ISTA AND ASTM STUDIES REPORT:

Exploring SeaWell™ Active Packaging Systems' Robustness for e-Commerce

SeaWell™ active packaging systems are a premium line of seafood packaging designed to enhance food safety, improve food quality, provide cleaner consumer handling and extend freshness. The pouch configuration of the system is ideal for e-Commerce and home delivery as it enables frozen distribution and fresh delivery to the customer. To further validate the novel SeaWell™ system's suitability for use in e-Commerce, Aptar Food + Beverage - Food Protection commissioned ISTA and ASTM studies exploring how the seafood-filled pouches would perform in transit. The pouches were tested twice: once with only one package, assuming it was shipped alone, and once with three packages to simulate being shipped with other items. The same pouch packages were used throughout all small and standard packaging size testing parameters, showing each one could withstand each test combined. The SeaWell™ pouches passed all testing parameters outlined below with no damage, rips or tears to the packaging system.

Testing Parameters for SeaWell™ Active Packaging Systems

Manual Handling

Drop Test:
6 drops for 15 & 18 inches, one for 30 & 36 inches

Loose Load Vibration

Rotary Vibration Machine:
60 minutes on each side of the package

Low Pressure

Air Shipment Test:
60 minutes at 14,000 feet

Vehicle Vibration

183 minutes at low, medium, and high vibrations

What is ISTA and ASTM?

The ISTA (International Safe Transit Association) is the author of internationally recognized test procedures that define how packages should perform to ensure protection of their contents during transit. ASTM International, formerly known as the American Society for Testing and Materials, is an international standards organization that develops and publishes voluntary consensus technical standards for a wide range of materials, products, systems, and services. Both standards put products through simulations that address various distribution scenarios to determine performance. Standardized packaging integrity tests for SeaWell™ systems were performed with Advanced Labs in Illinois and Clemson University.



Advanced Labs' vacuum chamber simulates low pressure air travel for packaging flown by plane to assure no bursts or damage occurs.

65% of participants in a consumer study preferred the SeaWell™ pouch over the traditional plain polybag packaging for home delivery of seafood.

[View the case study here to learn more.](#)