

# SeaWell™

Protective Packaging Systems

Next generation active packaging system  
to enhance safety and extend freshness



Capturing the freshness of the sea,  
from ocean to table

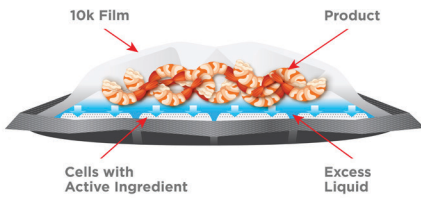
[aptarfoodprotection.com](http://aptarfoodprotection.com)

Extending Freshness. Enhancing Safety.™

**Aptar**   
food + beverage

## Maintaining seafood quality and freshness throughout the journey from ocean to table.

Our proprietary active packaging system allows your seafood processor to provide fresher products to you and your customers for longer while reducing the risk of contamination and offering cleaner product handling. Ideal for e-Commerce and home delivery, the SeaWell™ system enables frozen distribution and fresh delivery to the customer, enabling expanded market reach for your brand and driving repeat business. In fact, 65% of participants in a consumer study preferred the SeaWell™ pouch over traditional plain polybag packaging for home delivery of seafood.



### What it is

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 system utilizes a patented blend of food safe materials that comply with both FDA and EU food contact regulations.

### How it works

Seawell™ technology absorbs excess liquid that has resulted from draining, dripping, or thawing of the seafood product while inside the package. A patented design features cells woven into the back of the pouch that holds a proprietary blend of direct food contact safe absorbent materials. This blend is secured by a thin piece of nonwoven fabric heat sealed to the packaging. The overall design allows the seafood to be kept separate from its juices, resulting in reduced microflora growth, improved product integrity, and cleaner handling.

### Benefits

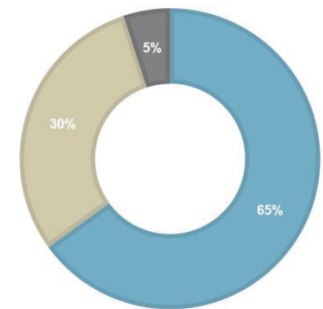
- Frozen to thaw distribution can provide your customer an extra day of shelf-life in the home
- Maintains freshness and absorbs odors
- Extends freshness to reduce waste in the supply chain
- Enhanced visual and handling appeal improves customer experience, resulting in increased customer retention
- Reduces cross-contamination in the kitchen with no draining or rinsing needs
- Case-To-Cook convenience for consumers in the home

### Technical Specifications

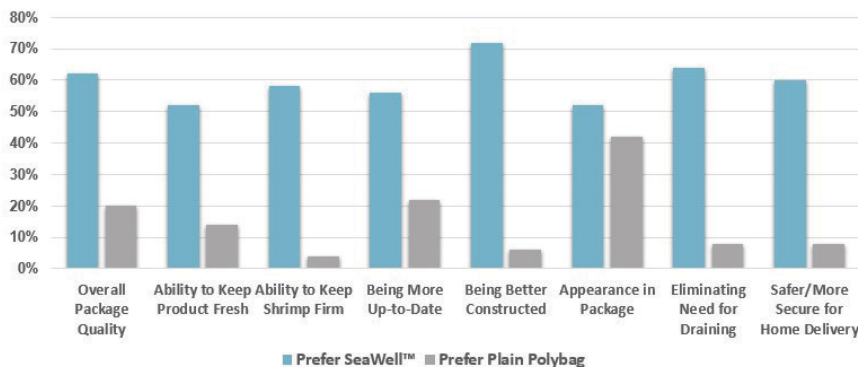
- Absorbent material safe for direct food contact
- Manufactured with 10K OTR film for fresh seafood
- Packaging approved for freezer use to -80° F
- Flexible packaging can adapt to a wide variety of seafoods
- Can adapt to automated inline systems
- Customization of unique packages available
- Convenient for DTC, retail, and foodservice applications

### CONSUMER PACKAGE PREFERENCE

■ SeaWell™ Package ■ Traditional Package ■ No Preference



Kaplan Preference Study



Studies show consumers prefer seafood packed in SeaWell™ packaging over traditional polybag packaging for home delivery.