



AlexiMAP®

# Launch at Packaging Innovations

The Alexir Partnership will be launching the AlexiMAP® at the Packaging Innovations Show on 26-27 February at the NEC in Birmingham on their Innovation Centre stand J43. The AlexiMAP® is the result of a joint project between Alexir and Proseal and further endorses their working relationship. This new packaging format stems from numerous trials between the two companies and a genuine market need for MAP compliant lightweight carton board food trays.

The AlexiMAP® has many unique features and Alexir will have physical samples on its stand to show potential customers. Its most unique feature is its suitability for food contact whilst having the facility to print on the inside and outside of the tray, giving brand owners limitless opportunities to engage with the end-user. It also can be manufactured in many shapes and sizes to further promote its uniqueness on shelf. Furthermore, horizontal sealing flanges (not commonly seen on products of a similar nature) will reduce manual handling in packing compared to conventional board trays. Additional technical features and benefits will be released at the show.



“The AlexiMAP® is an exciting new packaging format to enter the food market, given its MAP compliancy and suitability for direct food contact with cost effective reverse print solutions. It also opens the door to multiple shapes and sizes presenting the brand owner with prime marketing opportunities”.

Steve King  
Technical Manager  
The Alexir Partnership

AlexiMAP® - unique board-based MAP compliant food tray



## FEATURES

Modified atmosphere (MAP) compliant for extended shelf life  
- <1% residual oxygen achievable

Lightweight compared to 100% plastic tray

Widely recyclable board construction from sustainable source

Suitable for freezer, chilled, ambient and microwave

Ovenable up to 220°C

Low migration technology

Anti fog for windowed versions

Brown kraft options for natural look

Multiple sizes, shapes and styles possible

## BENEFITS

Horizontal sealing flanges for reduced manual handling in packing compared to conventional board trays

Printed both inside and out for maximum brand impact, whilst maintaining food contact suitability

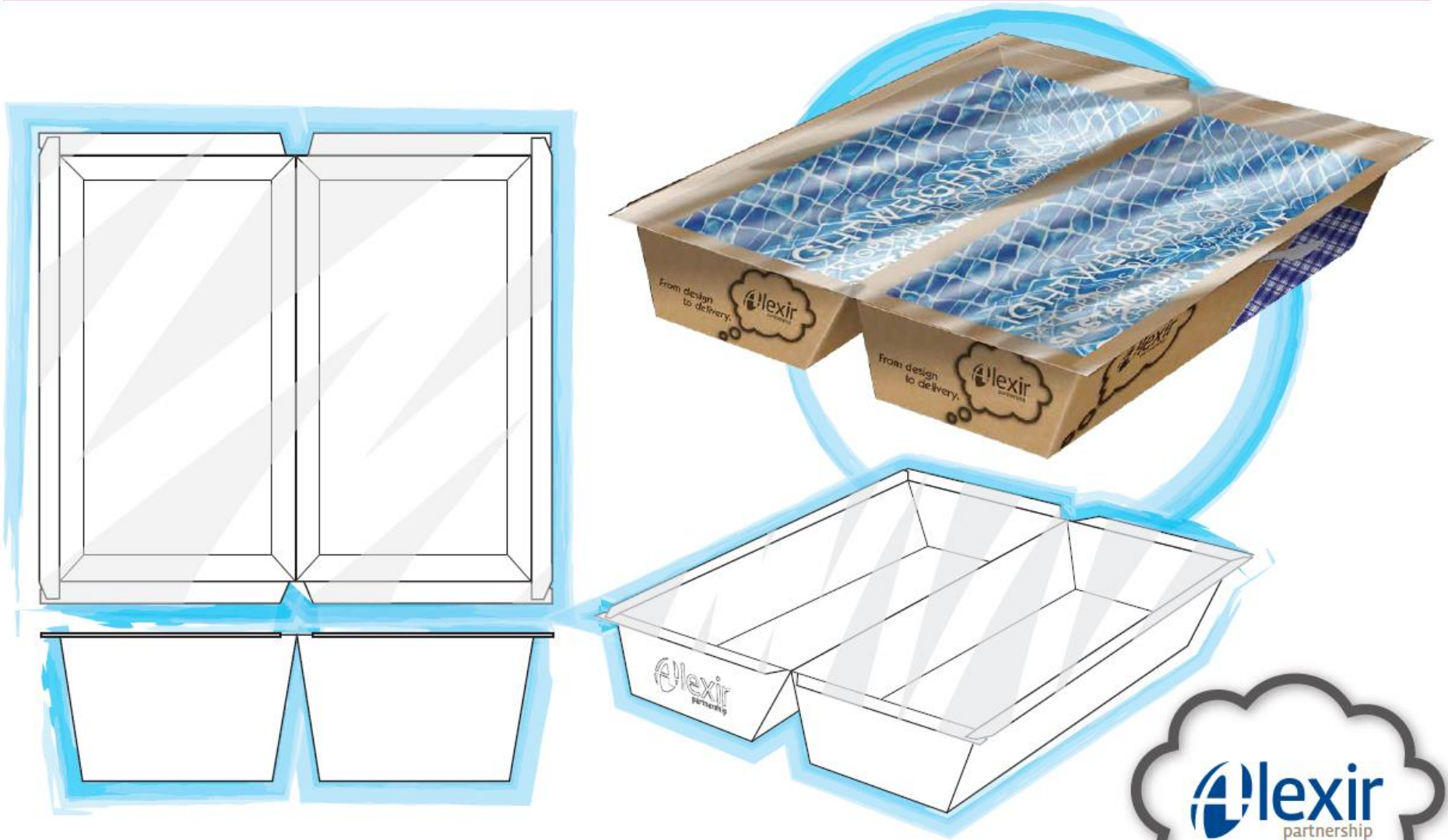
Oil based plastics reduced by >80% compared to plastic tray equivalent

Easy opening hinged lids available – also with windows

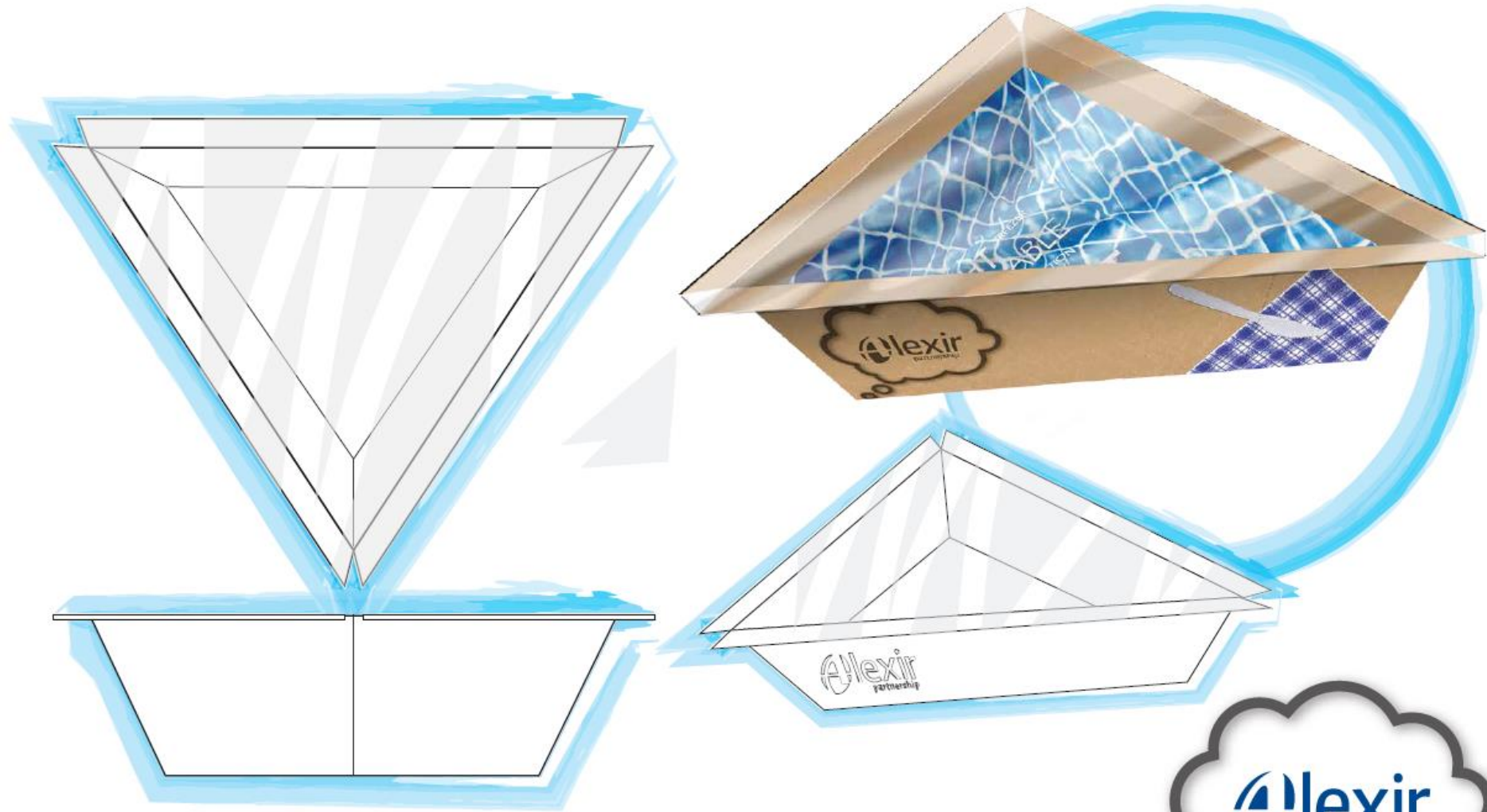
Lightweight packaging reducing transport costs

Removable inner liner to allow board tray to be composted

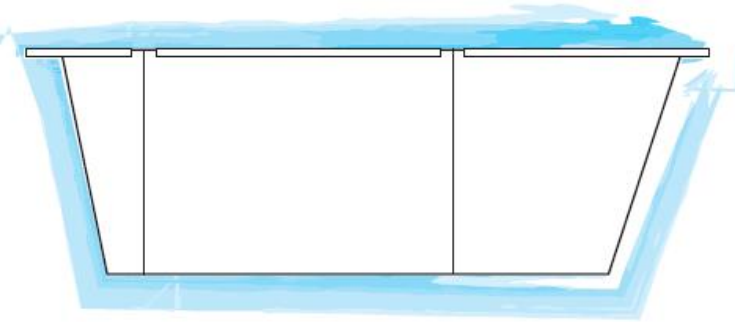
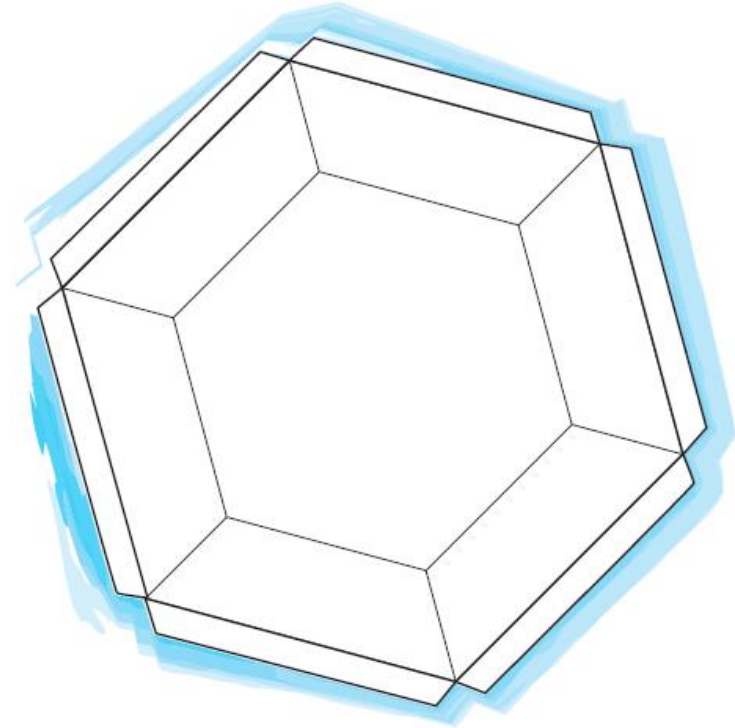
# AlexiMAP® - Multiple shapes & sizes



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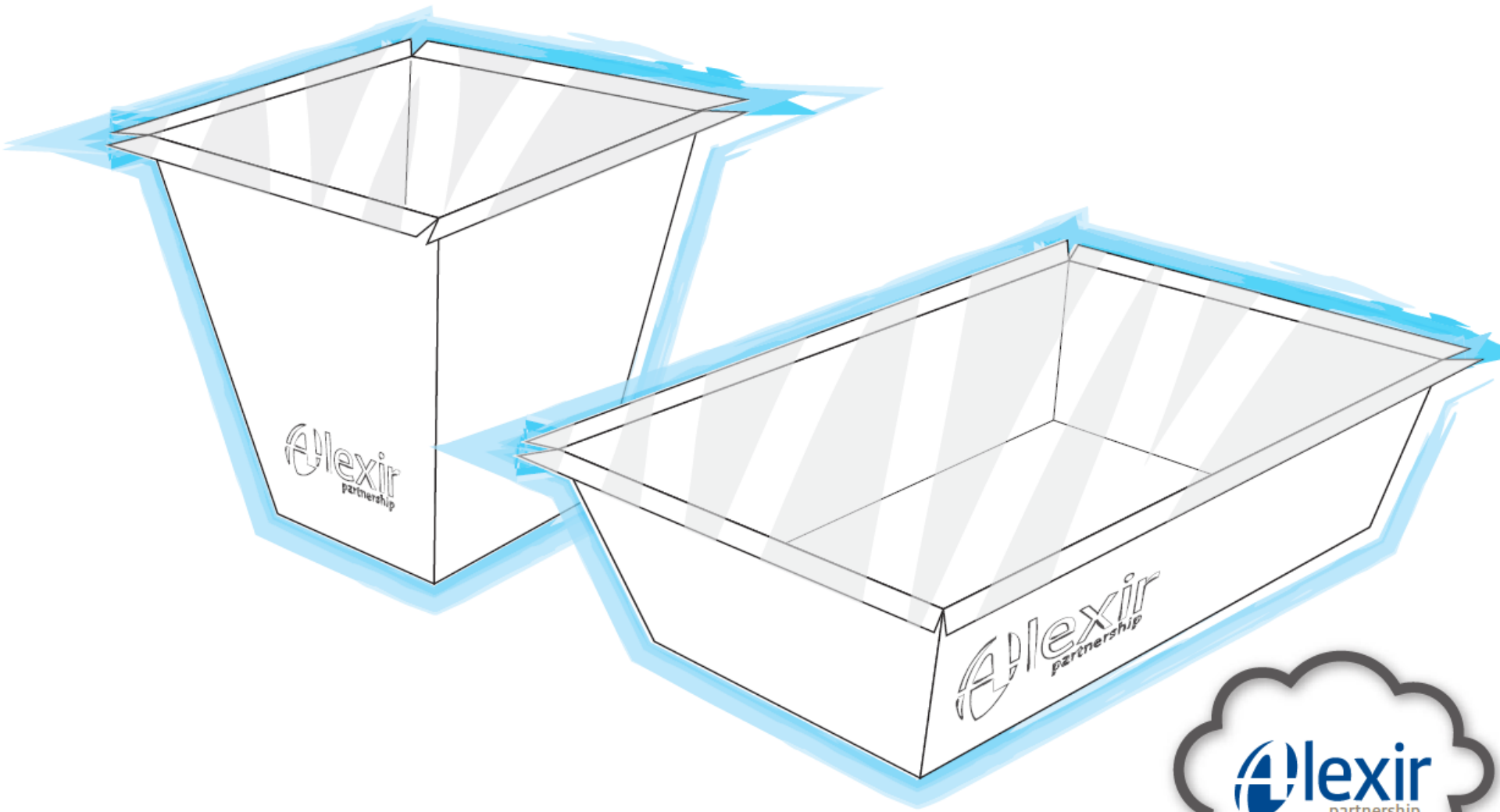


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