

The **FruitPad** by McAirlaid's

# BERRIES FALL FOR OUR PADS

*less food waste | less CO<sub>2</sub> emission | more added value*

**FruitPad**



ABSORPTION. CLEVER. INTEGRATED.

McAirlaid's 



Berries and soft fruits are precious and very sensitive. Its shelf life is very limited. Packaging, storage and transport have a decisive influence on this. An efficient fluid management can be the difference between profit and loss.

# We optimize the transport, storage and display of berries

McAirlaid's **FruitPads**: The fruity and fresh solution



McAirlaid's has developed a unique generation of fruitpads to protect valuable berries and soft fruits through the logistic chain. Technological advantages minimize the risk of bacteria and moulds.

Our well known fruitpads utilize intelligent fluid management for safe transport and storage: Condensation is significantly reduced allowing for a fresh-picked appearance after even the longest journey.

Compared to existing packaging systems McAirlaid's FruitPad reduces waste up to 55%.

McAirlaid's FruitPads exhibit excellent product characteristics:



- Protection** → The pads are designed to have excellent cushioning with minimal raw material.
- Breathability** → The micro pore structure supports the packaging ventilation system required by soft fruits.
- Presentation** → Let us showcase your product and increase shelf appeal.
- Absorbency** → Whether liquid is naturally released or from damaged fruit, McAirlaid's FruitPad absorbs from both the surface and the sides.
- Hygiene** → With rewet almost eliminated, microbial growth and mould is significantly reduced – this is active waste reduction!
- Handling** → Consistent product parameters result in superior machinability and efficiency.

Available in different sizes, shapes and colours.



## The **FruitPad** for retail packs of berries and soft fruits

Specifically developed for berry packages





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**SuperCore: clean,  
barrier-free absorption power**

Our SuperCore nonwoven material consists of pure Cellulose with excellent absorbent properties. The manufacturing technology delivers products with absolutely no adhesives or binders resulting in impressive absorption and enhanced liquid distribution compared to traditional pads.

