



**A UNIQUE ABSORBENT FOR EVERY PACKAGE**



**NOVIPAX**

FRESH FOOD ABSORBENTS



NOVIPAX, WITH OVER SIX DECADES OF EXPERIENCE, offers fresh food processors, retailers and packaging distributors the widest assortment of traditional and active absorbents.

Novipax's five manufacturing facilities feature state-of-the-art equipment and technologies that enable the company to manufacture absorbent products that maximize the effectiveness of your particular packaging and merchandising environment.



## An Absorbent Pad For Every Purpose

Novipax's absorbent food safety pads are available in unique mediums, sizes, colors, shapes and absorbencies designed to meet specific packaging applications. From our signature Dri-Loc® pouch pad to our line of UltraZap® XtendaPak active absorbents, Novipax's comprehensive range of absorbent pads enhance product merchandising, maintain freshness and improve consumer satisfaction.

## Traditional and Natural Absorbents

Fresh meat, poultry, seafood and produce packages that are free from excess juice improve shelf appeal and drive consumer purchases.

Novipax's food safety absorbents feature either a virgin fluff or a layered tissue core, each designed to effectively trap free-flowing liquids inside the pad.



Pouch pad features a highly absorbent virgin fluff core and patented sealed-edge technology; also available with super absorbents that comply with FDA regulations



Layered tissue pouch pad is sealed on all four sides, trapping fluid inside; also available with super absorbents that comply with FDA regulations



Virgin fluff pouch pad's non-woven bottom layer provides exceptional wicking of excess juices; also available with super absorbents that comply with FDA regulations



Layered, high crepe tissue pad uses a patented sealing process to prevent delamination



Virgin fluff pouch pad includes a moisture-masking top layer to hide unsightly fluids



Pouch pad's tissue core is made from 100% secondary, chlorine and bleach-free fiber

# Retail Grocery Absorbents

Maintaining store appearance and eliminating risks are critical to ensuring a positive shopping experience for consumers.

Novipax has developed several smart and effective products that improve food safety while enhancing the appearance of your meat and dairy display cases.



A concealed EAS sensor inside a Dri-Loc pad reduces theft-related shrink



Improves the shelf appeal and safety of packaged prepared hot foods, including rotisserie chickens



Virgin fluff pouch pad with a meat-contact surface layer that's resistant to sliding



Large absorbent pad quickly absorbs leaks or spills in meat and dairy display cases



Pouch layered tissue pad improves the shelf appeal of protein products displayed at an angle



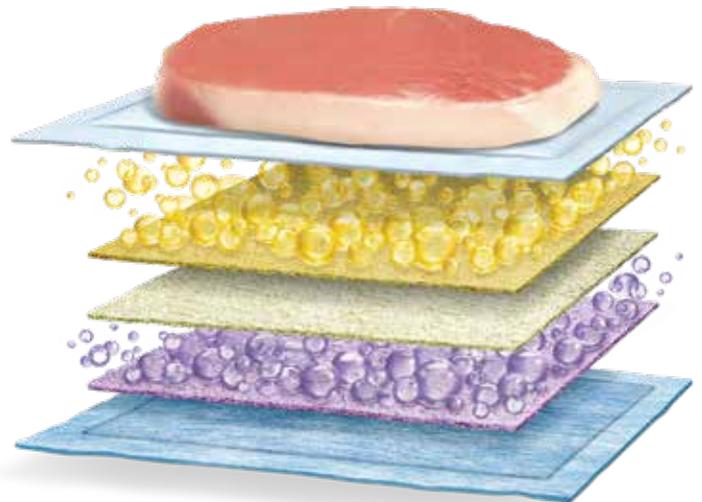
Bright orange absorbent pads mark a spill area as a hazard and initialize the clean-up process

# Revolutionary Active Absorbents

Novipax has revolutionized the application of active constituents inside the company's layered absorbent pads that maximize the freshness, safety and marketability of fresh protein and produce.

Novipax's active absorbent technology was thoroughly reviewed and validated by numerous third party scientific institutions and were ultimately granted patents and patent protection.

Today, thousands of grocery stores and food processors are integrating Novipax's proprietary active absorbent technology into packages of fresh protein and produce.



Active absorbent pad extends the freshness of meat, poultry, seafood and produce



Active absorbent that simultaneously captures any confinement odors and reduces bacterial growth in the purge



Improves the air quality and cleanliness inside refrigerated display cases

## Novipax's 50+ year heritage

encompasses several industry leaders, including W.R. Grace, Formpac, Sealed Air, Cryovac and Paper Pak Industries

**Consumers Prefer Food Pads:** 85% of shoppers prefer to purchase packages of **fresh meat, poultry, and seafood** that include an absorbent food pad <sup>1</sup>

**Margins increase up to 1.5 points** in a typical **meat department** with UltraZapXtendaPak Supermarket <sup>2</sup>

# Packaging With a Purpose

Novipax is focused on providing fresh food processors, retailers and packaging distributors with innovative products that extend shelf life, enhance shelf appeal, reduce shrink and improve operational efficiencies throughout the supply chain.



We offer a complete line of polystyrene, barrier and sustainable food trays and the widest assortment of standard and active food absorbents.

Our suite of supermarket and processor tray brands includes NoviGro, NoviPlus, NoviPro, NoviPlus, NoviBarrier and NoviNature. Our fresh food absorbents are available in a range of sizes, shapes, colors and absorbencies.

Novipax operates seven manufacturing facilities and employs over 800 packaging technologists in California, Georgia, Indiana, Pennsylvania, North Carolina and Mississippi.

Each facility is accredited by either the Safe Quality Food Institute (SQF) or the British Retail Consortium (BRC) to be in full compliance with the Global Food Safety Initiative (GFSI) benchmarked food safety scheme that covers the hygienic production of packaging materials.



Novipax is a member of Atlas Holdings LLC's diversified group of manufacturing, distribution, service and trading businesses that employ nearly 21,000 professionals.

*1. Source: InsightExpress® Household Shoppers Panel*

*2. Source: Estimates based on empirical data provided by actual UltraZapXtendaPak Supermarket customers and projected using industry data from the Food Marketing Institute*



## Enhance Consumer Appeal, Food Safety and Package Integrity

SUPERMARKET AND PROCESSOR FOAM TRAYS • TRADITIONAL AND NATURAL ABSORBENTS • REVOLUTIONARY ACTIVE ABSORBENTS