

# Extend Freshness and Grow Sales, Naturally



Introducing Dri-Loc® XtendaPak Supermarket, a revolutionary active absorbent that promotes the safety and improves the appearance and marketability of packaged meat, poultry and seafood.

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# FRESHNESS YOU CAN SEE, SMELL AND FEEL

The Dri-Loc XtendaPak Supermarket food safety absorbent includes additives that produce carbon dioxide (CO<sub>2</sub>), an inert gas known to have bacteriostatic properties.

Moisture from the packaged protein is absorbed by the Dri-Loc XtendaPak absorbent pad, which then produces a steady stream of CO<sub>2</sub> gas inside the package.

CO<sub>2</sub> gas “wraps” itself around the protein creating an envelope that helps retard the growth of spoilage bacteria present on the surface of the meat. Plus, a second anti-microbial ingredient reduces the bacteria growth inside the absorbent pad and in the purge.

A reduction of bacterial growth slows the natural decay process of packaged proteins, allowing the product to extend freshness by maintaining better color, smell and feel.



*Even in a non-barrier package, Dri-Loc XtendaPak Supermarket active absorbents combine the generation of CO<sub>2</sub> gas and an anti-microbial agent to produce a beneficial organoleptic effect - meat, poultry and seafood maintains better color, smell and feel through the sell-by date.*

EXTENDS  PRODUCT  
FRESHNESS

  
REDUCES  
MARKDOWNS,  
REWRAPS AND  
DISCARDS

BETTER  COLOR,  
SMELL AND FEEL

  
IMPROVES  
MEAT DEPARTMENT  
MARGINS

## Measurable Benefits Are In-Store

Meat departments realize immediate benefits by using the innovative Dri-Loc XtendaPak Supermarket food safety absorbent:

- Significantly fewer markdowns, rewraps, and discards improve department margins and reduce labor and per unit packaging costs
- Meat, poultry and seafood will have less purge and stay fresher longer
- Drastically reduces product out-of-stocks, leading to more sales
- Reduces surface bacteria and any offensive odors
- Allows for improved product variety and selection
- Reduces the risk of in-store cross contamination
- Improves customer satisfaction

