

Coated Card



Ready and frozen meals are becoming more prevalent on supermarket refrigerated shelves and ready meal delivery services. Traditionally these meals are packaged in a microwavable CPET or PP tray and wrapped in a cardboard sleeve, allowing for large graphics on the front and product information on the back.

However, sleeves are often not fixed to the tray and can be slipped off on shelf, posing a risk of product tampering. Sleeves are also generally manually applied, making them a costly decoration technology.

Pressure sensitive card labels provide the coverage of a traditional sleeve to deliver large graphics, with the added benefit of sticking directly to the food tray, protecting the product from sleeves being removed on shelf. Card labels can also be automatically applied which improves the overall packaging cost and productivity.

Key features

- Available in 135, 150 and 180gsm coated card
- Excellent print quality to provide attractive on-shelf appearance
- Available in hotmelt, emulsion and removable
- FSC certified facestocks
- Application areas

Application areas

- Frozen ready meals in supermarkets or home delivery services
- Refrigerated meat/fish/poultry trays

Product information

Code	Description	MOQ (m ²)	Width (mm)	Location
• AA540	COATED CARD 135 FSC S2045N BG40BR	1000	1000	EUR
• AD681	MC ELITE CARD 150 FSC S2000N BG40WH	1000	1000	EUR
• AA614	COATED CARD 150 FSC R5100 BG40BR	1000	1000	EUR
• BC773	MC ELITE CARD 180 FSC S2045N BG40BR	1000	1000	EUR

• Sustainable Advantage Portfolio

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