

# **Visibly Fresh™**

## **The Next Generation in Food Packaging for the Foodservice Industry**

Foodservice operators, and distributors that supply these operators, have been affected by several trends that influence their business and affect their use of packaging. One trend is the increased practice of snacking, either between meals or as a substitute for a traditional sit-down meal, prompting demand for single-serve containers. Food service establishments such as cafeterias, hospitals, and similar venues also have been moving away from “institutional” looking foods and packaging. Convenience stores are moving toward more upscale packaging to increase the public’s acceptance of the quality of foods offered from these stores. Foodservice Distributors are specifically looking to reduce the number of their stock-keeping units (SKUs) and are seeking packaging that can be used across both different and multiple food applications.<sup>1</sup>

To help Foodservice Operators and Distributors best capitalize on these emerging trends, Inline Plastics Corp. has introduced a new line of upscale containers specifically designed to meet the needs of the foodservice industry. The new line, called Visibly Fresh™, is a line of crystal clear rigid plastic containers that represent the ideal combination of value and quality. The upscale design and minimal ribbing of the Visibly Fresh™ line promotes more attractive product merchandising that highlights the quality of the food contents. The product line consists of eight containers in four popular footprints, and provides opportunities to package an endless variety of foods and food combinations that will enhance impulse buying and result in increased sales. Visibly Fresh™ packaging includes single-serve sizes for snack applications all the way up to dinner-size portions. Foodservice distributors will also benefit from being able to reduce their packaging SKUs due to the multiple applications available from the Visibly Fresh™.

Along with the merchandising opportunities provided by the upscale design, the features of the Visibly Fresh™ line offers functional benefits as well. Large corner tabs enable easy opening, and closing is accomplished by simply pressing down on the lid. The leak resistant perimeter seal design of the containers provides increased product shelf life of its contents, keeping foods fresher longer and reducing shrink for retailers and foodservice operators. The perimeter seal design also provides better protection of contents; the design ensures that the containers will not accidentally open while on display or in transit. Additionally, in response to the foodservice customers’ desire for sustainability, the Visibly Fresh™ containers are manufactured from 100% recyclable PET material.

Inline Plastics Corp. has listened to the foodservice industry and designed its Visibly Fresh™ line to help foodservice operators/distributors increase their business. It is a further example of how Inline Plastics is a solutions-provider for the industry, and how we partner with our customers for mutual benefit.

<sup>1</sup> “2010 Trends Report” Foodservice Packaging Institute