

A new generation for Ultrazorb meat trays

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Following the launch of the Ultrazorb® meat tray in 2012, the Mpact Versapak team further improved on this revolutionary retail product by launching the next generation Ultrazorb®. Keeping close to the market, the Mpact Versapak team identified further features to benefit their customers and the end user. Convenience in this market is at the forefront of product development.



With additional lightweighting and the elimination of the absorbent soaker pad in mind, the new rib design Ultrazorb® range was developed. Besides for the competitive price point and stock control benefits for the meat market, the consumer can now also say farewell to the bloody absorbent pad and tray combination, ensuring a cleaner and more convenient shopping and cooking experience. The juices released after cutting meat leaves the traditional absorbent pad saturated and discoloured, allowing the meat to stand in an unsightly stained pad. The new improved Ultrazorb® range offers a more pleasant shopping experience whereby the customer can select meat that appears more attractive. Therefore the superior absorbency achieved by Ultrazorb® through product design and technology has driven user perception and sales.

Improved Ultrazorb®

Being the sole manufacturer of the Ultrazorb® range, Versapak offers the additional options of an angled display due to the design improvement of wall piercings, in addition to the base piercings. This South African first offers the butcher and retailer improved space utilisation, product visibility and stock display to promote product sales. These benefits have made the new Ultrazorb® range popular amongst the major retailers and distributors. The Ultrazorb® trays also enjoy full food and hygiene certification.



The technology and design

Available in eight sizes and four colours, the Ultrazorb® tray uses capillary action to draw fluid into micro piercings in the base and side walls of the tray. Produced by using enhanced mould technology, the expanded polystyrene with an open cell structure and micro perforations has been formulated with a special additive which further enhances the absorption capability of the product. This second generation product also ensured the introduction of scalloping together with its ribbed design in order to strengthen the tray whilst absorbing

almost double the amount of fluids over the same period of time as its absorbency pad alternative.

For information on the available sizes, visit our Mpact corporate website or click on <http://www.mpact.co.za/our-products/plastics-business/styrene> to download the full brochure.

About Mpact

Mpact is a leading producer of rigid plastic packaging and cling film, producing a range of packaging and serving a multitude of blue-chip customers within various industries, including products for the food, beverage, personal care, homecare, pharmaceutical, agricultural, industrial and retail markets.

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Mpact Plastics is a leading producer of rigid plastic packaging and cling film in southern Africa. We operate out of nine production centres across the country, providing packaging from plants with relevant certifications. We service the food, beverage, personal care, home care, pharmaceutical, agricultural and retail markets. In upholding company values, and as a supporter of the circular economy, we positively contribute to industry associations, enabling various communities to participate in recycling solutions.

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