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## **New Cryovac<sup>®</sup> Shrink Lidding Film Features Breathable Technology With Superior Merchandising Appeal**

**DUNCAN, S.C. (Feb. 25, 2010)** –Sealed Air’s Cryovac<sup>®</sup> Food Solutions introduces a breathable, high-abuse shrink lidding film that is fully co-extruded, multi-layered and heat-sealable, allowing for superior merchandising appeal and product freshness. Ideally suited for permeable tray lidding applications, the new Cryovac<sup>®</sup> PermeLid film is perfect for packaging fresh poultry or frozen applications where retail-grade anti-fog performance is paramount.

Cryovac<sup>®</sup> PermeLid film shares all the positive attributes of the company’s market-leading LID1050 shrink lidding film. Its special shrink properties result in a tight, wrinkle-free pack. High-gloss and anti-fog properties accentuate trap-printed graphics and ensure a natural presentation with complete product visibility.

“Consumers prefer to see the product they are purchasing,” says Jim Belcher, marketing director of case ready products for Sealed Air’s Cryovac<sup>®</sup> Food Solutions. “Our PermeLid film is the first breathable lidding film of its kind that allows processors to provide this type of merchandising appeal to consumers.”

Cryovac<sup>®</sup> PermeLid film is designed to run on standard tray/lid equipment. The film’s excellent heat-sealing performance produces packs with airtight and leak-proof seals around the lip of the tray. Its abuse resistance allows safe consumer handling, while its light gauge contributes to environmental impact reduction.

For more information about Cryovac<sup>®</sup> lidding film, call 1-800-845-3456 or visit [www.caseready.com](http://www.caseready.com).

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**About Sealed Air**

For fifty years, Sealed Air has been a leading global innovator and manufacturer of a wide range of packaging and performance-based materials and equipment systems that now serve an array of food, industrial, medical, and consumer applications. Operating in 51 countries, Sealed Air's international reach generated revenue of \$4.2 billion in 2009. With widely recognized brands such as Bubble Wrap® brand cushioning, Jiffy® protective mailers, Instapak® foam-in-place systems and Cryovac® packaging technology, Sealed Air continues to identify new trends, foster new markets, and deliver innovative solutions to its customers. For more information about Sealed Air, please visit the Company's web site at [www.sealedair.com](http://www.sealedair.com).

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