

For Immediate Release

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**Cryovac[®] Flavour Mark[™] Aseptic Packaging Technology
Creates Higher Quality Shelf-Stable Products**

DUNCAN, S.C. (March 19, 2010) – Sealed Air's Cryovac[®] brand now offers aseptic packaging solutions in the form of durable, flexible pouches for processors and foodservice operators seeking premium flavor and nutrients in shelf-stable products.

The new Flavour Mark[™] packaging technology contributes to better product quality, taste and nutritional value because the aseptic process exposes products to extreme heat for a shorter period of time compared to other processes such as hot fill or canning. The lack of headspace in the package also promotes improved quality and shelf life by preventing oxidation.



In addition to health and flavor benefits, Flavour Mark[™] aseptic packaging offers improved efficiencies, reduced packaging waste and higher safety standards. The shelf-stable attributes of aseptic packaging can eliminate the need for cold storage and distribution, while the lighter weight material and compact footprint allow for more products to be shipped in a truckload. The reduction in materials has been shown to reduce packaging waste by 76 percent over cans, even when accounting for recycling. Flavour Mark[™] aseptic packaging is inherently tamper-evident and is one of the safest aseptic packaging formats possible. The packaging equipment received an FDA letter of non-objection.

“Our Flavour Mark™ aseptic packaging is safe and highly efficient throughout distribution,” said Kenneth Micnerski, marketing director for Sealed Air’s Cryovac® aseptic packaging. “The increased product quality, improved efficiencies and versatility of this packaging technology supersede many of the limitations previously associated with shelf-stable foods.”

Flavour Mark™ aseptic packaging is particularly beneficial within foodservice operations. Items such as stocks and sauces can be packaged aseptically, reducing prep time, ensuring product consistency and expanding menu options. The space-saving and shelf-stable attributes of Flavour Mark™ aseptic pouches can result in a more advantageous use of space in the back of house and reduce the need for products to be placed in cold storage. The pouches are available with or without fitments and are compatible with NSF-approved foodservice dispensing technology.

Processors can also appreciate the plant space-savings and versatility associated with Flavour Mark™ aseptic materials. The pouches are compatible with all low or high acid flowable food products and allow for a wider variety of pack sizes, ranging from 2 to 10 liters, with or without fitments.

For more information about Sealed Air’s Cryovac® aseptic packaging, call 1-800-845-3456 or visit www.cryovacshelfstable.com.

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.

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