

Exhibitor Profile | **SIAL 2010**

Creative New Food GmbH / IPS International Packaging Systems GmbH **IPS** INTERNATIONAL PACKAGING SYSTEMS

Stand D137 / IPA Exhibition, Hall 7



As well as SIAL, the Paris Nord Villepinte centre also plays host to the IPA World Food Process

Exhibition from 17 – 21 October, where Swiss food concept developer Creative New Food GmbH will team up with engineering partner IPS International Packaging Systems GmbH to showcase a revolutionary new ready meal packaging system. This new packaging solution uses innovative 'MicroPast' technology, which combines both thermal cooking and pasteurising processes to deliver optimum freshness and safe storage for up to 90 days.

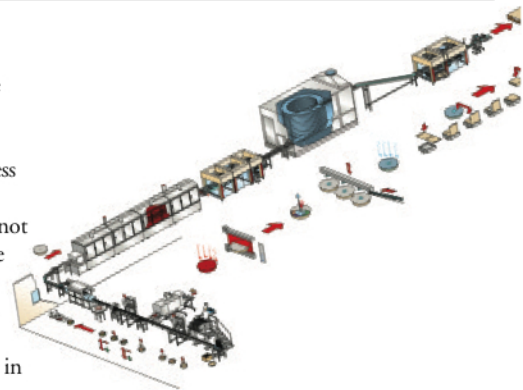
Steam pressure inside the packaging facilitates high microwave cooking temperatures, which is an important requirement of food safety standards for chilled food (IFS/BRC). Directly following the microwave process, the steam is



removed from the packaging by flushing the pack with gas to avoid the formation of a vacuum in the closed packaging, and also to prevent product damage. Once the process is complete, the packaging is sealed with a unique label, which does not self-open until re-heating in the consumer's microwave.

The MicroPast procedure is also notable for being a continuous production system, in which the thermal impact on the product is drastically decreased thanks to more efficient cooking technology.

Creative New Food worked for several years on the development of this groundbreaking technology for the chilled food sector, which is suitable for ready meals, poultry products, pasta dishes, meat components and fish products for the retail and foodservice industries. IPS, which has four decades worth of experience in this



field behind it, brought an extra level of technical expertise, providing comprehensive process automation and optimisation, as well as subsequent logistics processes.

Visit Hall 7, Stand no. D-137 at this year's IPA exhibition to discover the next generation of ready meal packaging, thanks to Creative New Food GmbH and IPS International Packaging Systems GmbH.