



**GO
FOAM
FREE!**



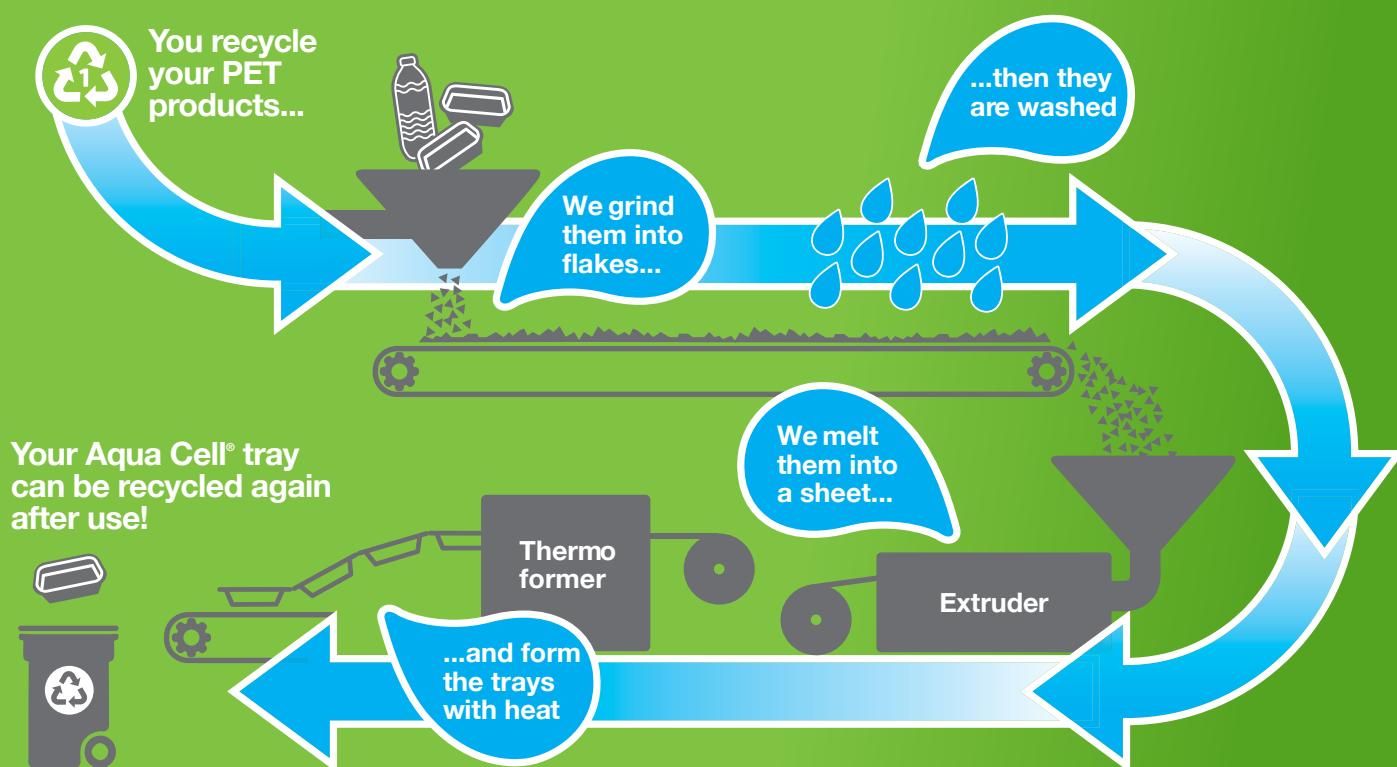
RECYCLABLE PLASTIC TRAYS

Go sustainable, Go foam-free.



With limited infrastructure for recycling polystyrene foam in Australia, thousands of polystyrene foam trays end up in landfill each year. Until now, there have been few viable and sustainable alternatives for packaging fresh meats in supermarkets. To address this problem, Castaway® has developed a sustainable, cost-effective and attractive packaging solution that will allow your supermarket to go 'foam-free'.

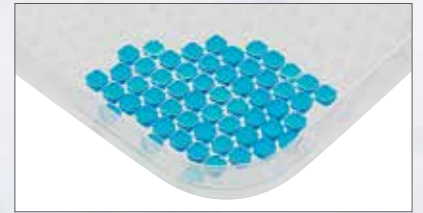
The Aqua Cell® story



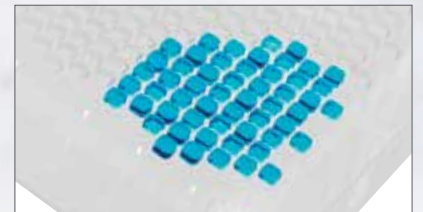
What is an Aqua Cell®?

An Aqua Cell is a specially designed fluid capture and retention system for meat trays.

- Uses surface tension to capture and retain fluid
- Prevents fluid leaking out through the film over-wrap
- Cells hold fluid even when the tray is upside down
- By capturing fluid at the point of contact, Aqua Cells prevent the fluid from pooling in the tray, resulting in better presentation on the shelf



Tray upright



Tray upside-down

Made from recycled bottles.

**MADE FROM
AT LEAST
60%
RECYCLED
PLASTIC**

- Made from at least 60% post-consumer recycled #1 PET plastic (RPET)
- 100% recyclable via household co-mingled kerbside collection programs
- Clear trays are easier to identify than black trays in recycling facilities, resulting in less trays being sent to landfill
- By using Aqua Cell® trays, you help prevent plastic bottles from ending up in landfill and our oceans



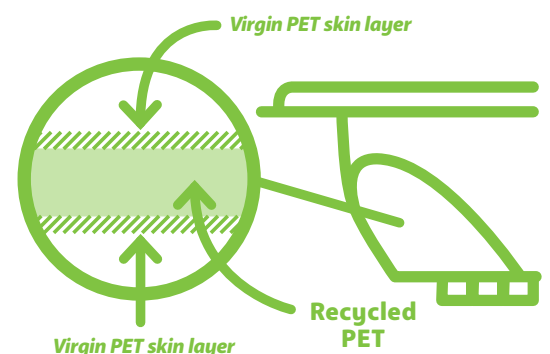
Safe for food contact.



All Castaway® Aqua Cell® trays are made with a thin outer layer of virgin PET that is certified safe for food contact, meeting government regulations.



Each tray is manufactured in Australia in HACCP certified facilities to ensure high quality, high performing trays for your meat products.



A message customers will value.

Educate customers about your active commitment to a sustainable society. Ask us for your free promotional shelf talkers to use in-store and tell customers that you care about the environment. There are two different shelf talker designs available and both fit into standard shelf strips. If you don't have shelf strips, simply use the double-sided tape that is pre-applied to the shelf talker.



3 easy steps to recycle.

Thoroughly rinse the tray in the household sink, tapping the back of the tray to remove excess fluid captured in the cells. This ensures that the tray is clean and safe to be recycled back through the waste stream. Place the tray in your plastics recycling bin for kerbside



Product features.



60% recycled plastic

Every tray is made from at least 60% recycled PET plastic, contributing to resource recovery and a circular economy for materials.



100% recyclable

PET plastic can be recycled via household co-mingled kerbside collection programs throughout Australia. Clear trays are also easily identified in recycling facilities, preventing them from being sent to landfill.

Aqua Cell® design



Each Aqua Cell uses surface tension to capture and retain fluid, preventing fluid from pooling in the tray, and improving presentation.



Maximum fluid capture

Aqua Cells cover the full available surface area of the tray for maximum fluid capture to keep the meat fresh and enticing.

High clarity material



Ultra-clear PET plastic provides optimum product visibility and greater shelf presence in the store.



30mm internal depth

Allows meat to sit neatly in the tray for stacking on the shelf.

Typical applications.



Fresh meats



Poultry



Processed meats



Seafood

Don't forget the film!

Our range of cling film solutions will ensure superior shelf presentation and protection of your meat products. The shelf-life of your product is extended with an innovative PVC film structure which controls oxygen transmission and retains colour.



Phthalate-free



BPA-free



Australian made in HACCP certified facilities



- Superior cling, stretch and clarity to enable precision wrapping
- Tight gauge control provides maximum strength and security
- Suitable for cold or frozen products
- Controlled oxygen transmission achieves optimum shelf life and retains colour
- Protects your product, and reduces spoilage and wastage
- Suitable for manual or automatic wrapping processes

All Purpose

Meat, Seafood & Poultry



13
micron

Manual wrapping

1300 m x 40 cm

DHW1300X40 (1000151)

1300 m x 45 cm

DHW1300X45 (1000152)

1300 m x 50 cm

DHW1300X50 (1000153)



15
micron

Manual wrapping

1300 m x 45 cm

RBW1300X45 (1000206)

1300 m x 50 cm

RBW1300X50 (1000207)



16.5
micron

To suit Ishida
Auto-Wrapping Machines

800 m x 40 cm

ISH800X40 (1000563)

800 m x 45 cm

ISH800X45 (1000564)

800 m x 50 cm

ISH800X50 (1000548)



15
micron

To suit Wedderburn (Digi)
Auto-Wrapping Machines

1300 m x 40 cm

WED1300X40-FLX (1000204)

1300 m x 40 cm, Cast

WED1300X40-ULT (3000132)

1300 m x 45 cm

WED1300X45-FLX (1000205)

1300 m x 45 cm, Cast

WED1300X45-ULT (3000133)

Place your order today!

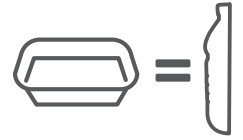
Tray 75

185 x 135 mm
Clear | Recycled PET
Carton qty: 800

Order Code: CA-AC75



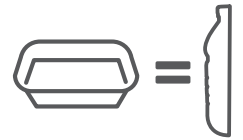
How many PET bottles
make an Aqua Cell tray?*



Tray 85

200 x 125 mm
Clear | Recycled PET
Carton qty: 560

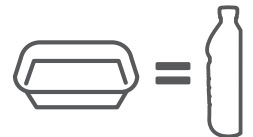
Order Code: CA-AC85



Tray 87

200 x 175 mm
Clear | Recycled PET
Carton qty: 380

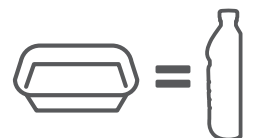
Order Code: CA-AC87



Tray 115

255 x 135 mm
Clear | Recycled PET
Carton qty: 370

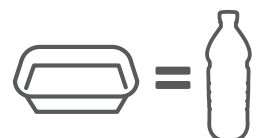
Order Code: CA-AC115-370



Tray 119

255 x 205 mm
Clear | Recycled PET
Carton qty: 260

Order Code: CA-AC119-260



* Based on weight



The One-Stop Shop for Packaging

Castaway® and MPM Marketing Services provide supermarkets with a 'one-stop shop' for packaging solutions. The new Castaway® Aqua Cell™ trays complement an existing range of bulk film, clear bakery and deli containers, chicken bags, fruit and produce bags, paper and plastic shopping bags and much more. Our high-quality packaging, combined with logistical efficiency, can provide you with the ideal platform to achieve your business goals.



How to Order

Simply contact your nearest customer service team below.



MPM Marketing Services is an authorised Charge Through supplier for the Metcash Group.

Brisbane (Head Office) - Servicing QLD & NT

Phone: (07) 3853 5800

Fax: (07) 3853 5865

Email: qldsales@mpmmarketing.com.au

Melbourne - Servicing VIC, SA & TAS

Phone: (03) 8551 5300

Fax: (03) 9558 0984

Email: vicsales@mpmmarketing.com.au

Sydney - Servicing NSW & ACT

Phone: (02) 9839 5000

Fax: (02) 9622 8185

Email: nswsales@mpmmarketing.com.au

Perth - Servicing WA

Phone: (08) 6218 5400

Fax: (08) 6218 5410

Email: mpmwa@mpmmarketing.com.au

castawayfoodpackaging.com.au

Version 2, September 2018