

Elevate



Freshness™

Fresh Cut Fruit & Produce



Patent Pending. Confidential and Proprietary Information Included – Not for Distribution



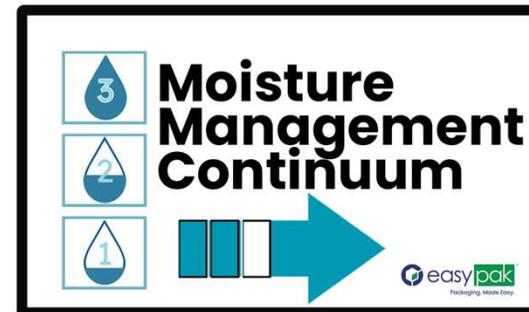


Elevate Freshness™ brings a new engineered packaging solution across three key segments:

- ✓ **Fresh Cut Fruit & Produce**
- ✓ **Fresh Prepared Meals**
- ✓ **Meats and Proteins**

Ensuring that your products maintain their peak quality and freshness from packaging to plate.

**We accomplish this with the
Easypak Moisture Management
Continuum™**



Patent Pending. Confidential and Proprietary Information Included – Not for Distribution



Moisture Management Continuum

3
2
1

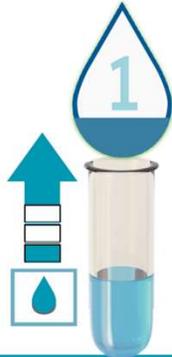
easy pak
Packaging. Made Easy.



Easypak Moisture Management Continuum

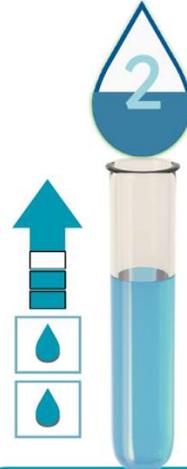


LEVEL 1
DELICATE BALANCE™
Light moisture control, wicking liquids for delicate fruits like raspberries and blackberries



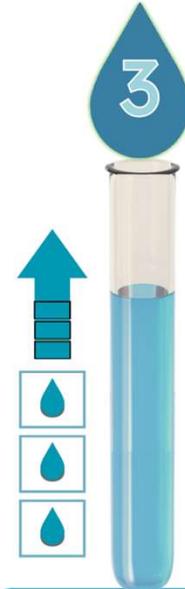
LEVEL 1
DELICATE BALANCE

LEVEL 2
MOISTURE LOCK™
Medium moisture control, trapping liquids for meats, dense produce, and proteins

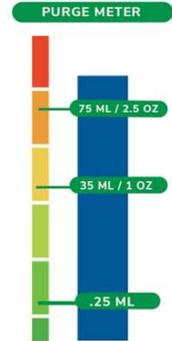


LEVEL 2
MOISTURE LOCK

LEVEL 3
ELEVATED FRESHNESS™
Advanced moisture control, managing high liquid-purge products like watermelon and pineapple, as well as raw meats and fried foods



LEVEL 3
ELEVATED FRESHNESS

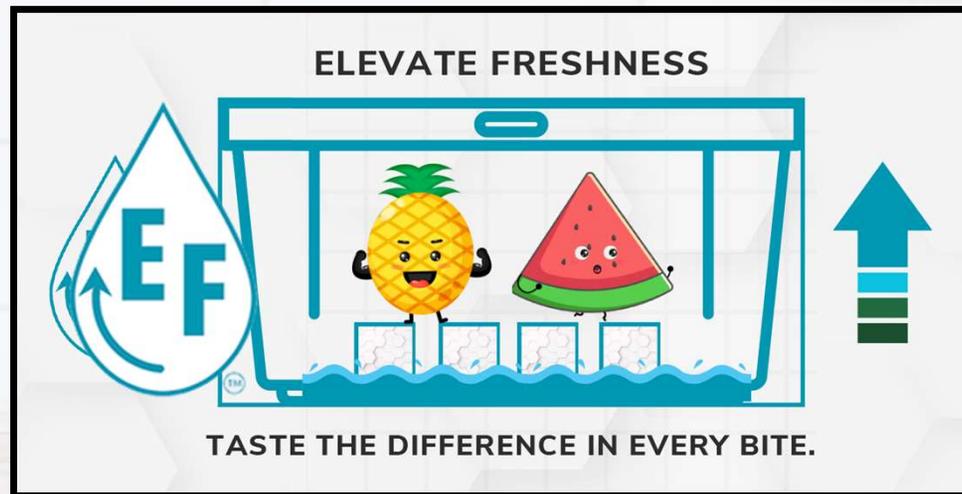


TASTE THE DIFFERENCE IN EVERY BITE.



Patent Pending. Confidential and Proprietary Information Included – Not for Distribution





Level 3 Elevate Freshness™: Traps moisture with our patented hex design and by Lifting Fresh-Cut Fruit Up and Above Liquid/Juice/Purge for Optimal Freshness

By utilizing an advanced, patent-pending moisture management technology, which includes a unique "island and shore" design. Elevate Freshness™ traps excess moisture away from the product, ensuring longer-lasting freshness.

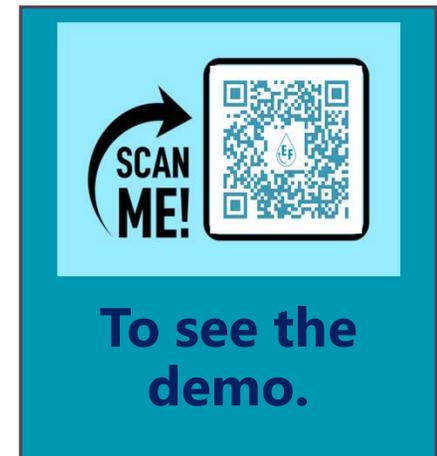
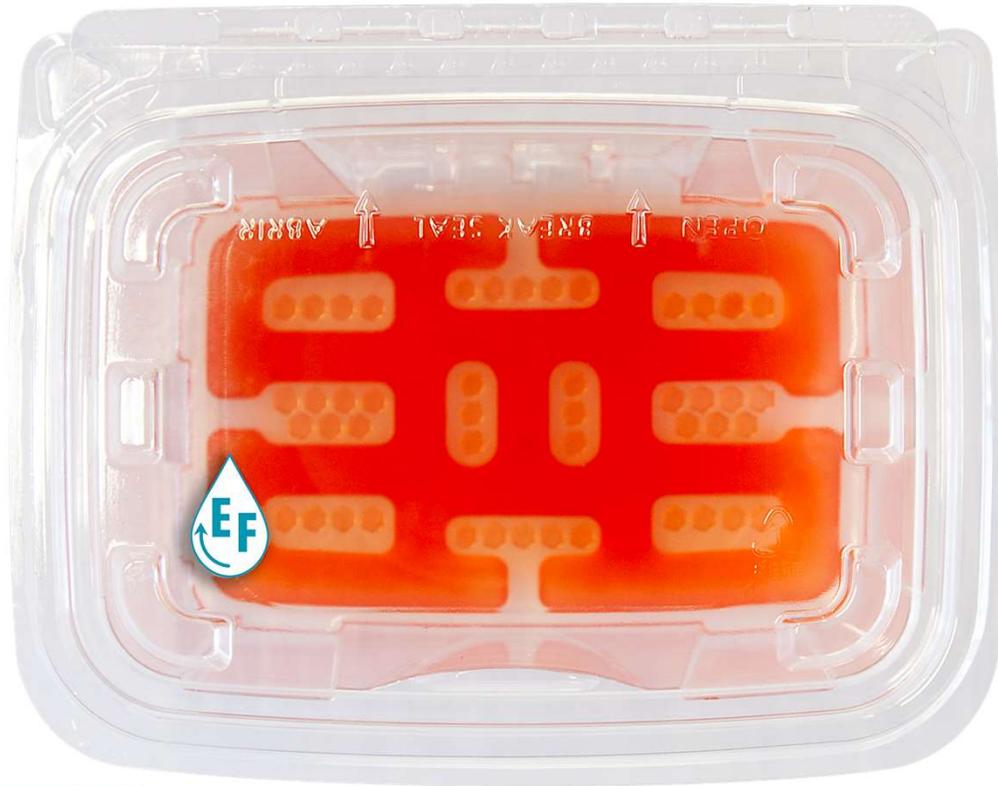


Patent Pending. Confidential and Proprietary Information Included – Not for Distribution

ElevateFreshness.com



Elevate Freshness™



ElevateFreshness.com



Patent Pending. Confidential and Proprietary Information Included – Not for Distribution



Better Customer Experience



At the heart of Elevate Freshness™ lies a revolutionary design that redefines freshness for your fresh-cut and freshly-prepared fruit and produce products.

We understand the challenges posed by liquid, purge, and residual moisture in your fresh produce, which can lead to degradation and reduced quality over time.

Elevate Freshness™ is your engineered solution to combat these issues and allow customers to taste the difference in every bite.

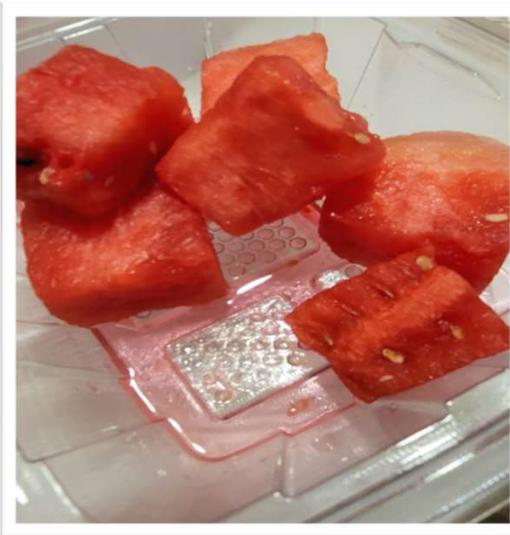
- ✓ *Reduce the negative purge effects*
- ✓ *Maintain Maximum Freshness*
- ✓ *Absolute best experience for customer*



Patent Pending. Confidential and Proprietary Information Included – Not for Distribution



Revolutionary Design for Ultimate Freshness



Depending on size of container and fruit, anywhere from 0.5 OZ to 3 OZ of purge will originate from the fresh cut produce.

(e.g., Watermelon will purge 0.113 fluid OZ per 1 OZ of fruit)*

Juice from fruit can shorten the shelf life of the product and potentially allow bacteria to grow.

*Based on internal studies



Juice from fresh fruit gathers at the bottom of the container, eroding freshness and potentially shelf life.

purge

[/pəɜːrj/] noun.

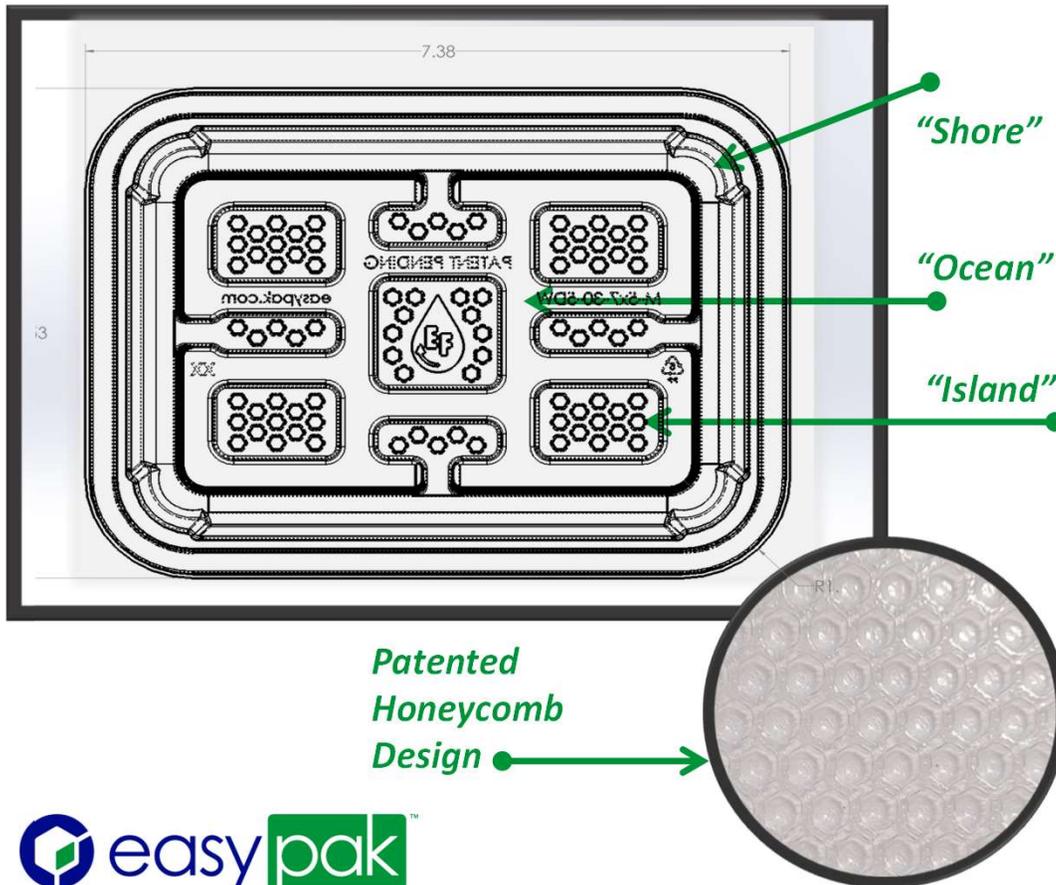
Also known as drip or weep. Liquid released from fresh cut produce or proteins.



Patent Pending. Confidential and Proprietary Information Included – Not for Distribution



Elevate Freshness™ : How it Works



- Formed risers, “islands” **elevate** the fruit or produce from the bottom of the tray
- EasyPak patented honeycomb, moisture-trapping feature, on the “islands” and “ocean” help keep the fresh cut product away from any excess liquid
 - Fruit juice and excess moisture is kept clear of the cut product, helping keep taste fresh and minimize impact to shelf life
- Formed channel “shore” around perimeter of container allows for juice to easily get to the bottom
 - The “shore” is tapered to force liquid to the “ocean” where it belongs
- Enhanced micro-ventilation for optimal fruit respiration

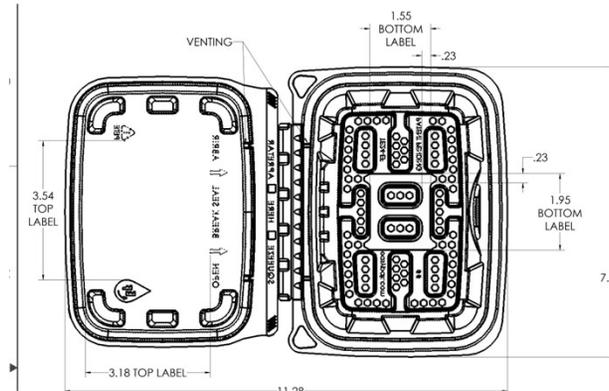
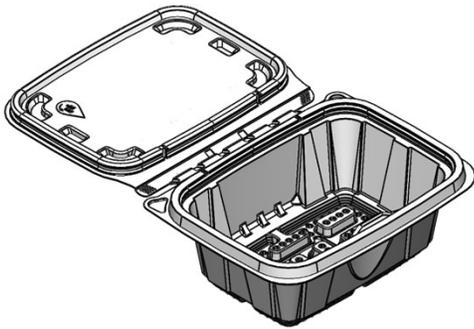


Patent Pending. Confidential and Proprietary Information Included – Not for Distribution



Elevate Freshness™: Available Dimensions-

Providing a diverse range of sizes for fresh fruit and vegetables ensures that every culinary requirement is met, accommodating individual preferences and the demands of various retail and production needs.

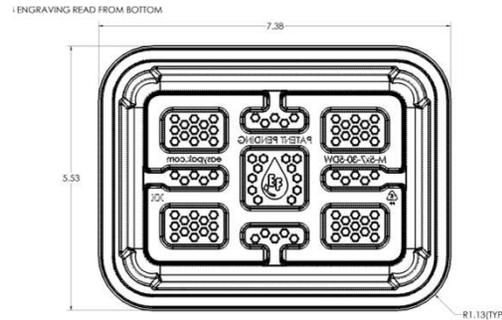


TE24-EF: 24 oz container with hinged lid



Not Pictured:

- **TE20: 20 oz container with hinged lid***
- **TE32: 32 oz container with hinged lid***



EF-M5X7-30-5: 30 oz container with film-seal capable top edge



Patent Pending. Confidential and Proprietary Information Included – Not for Distribution

*Future offering under consideration, if interested contact your sales representative



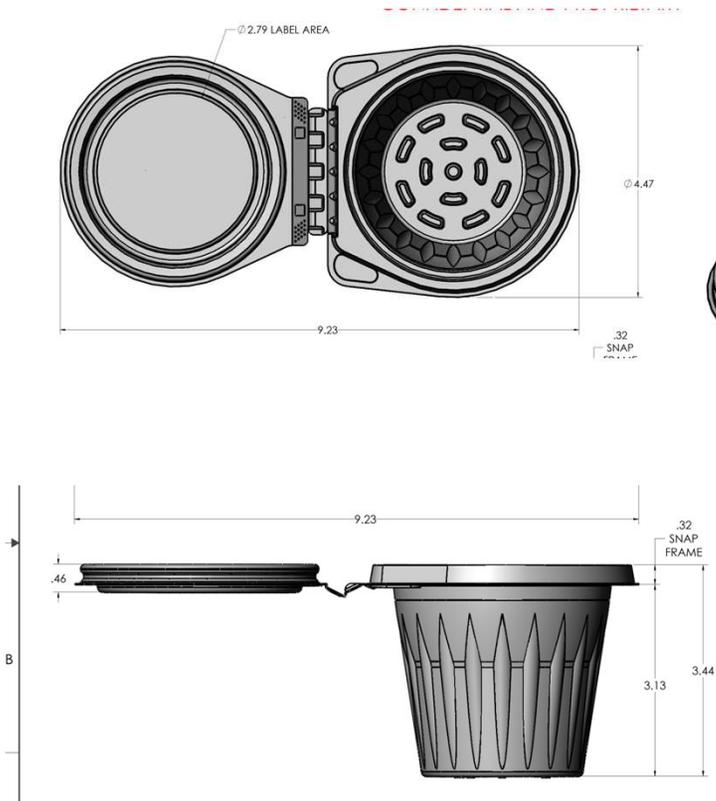
Elevate Freshness™: TE24-EF: 24 oz container with hinged lid



Patent Pending. Confidential and Proprietary Information Included – Not for Distribution



Elevate Freshness™: Available Dimensions



TE12CC-1: 12 oz cup container with hinged lid

- With easy-to-label lid
- On-the-go convenience

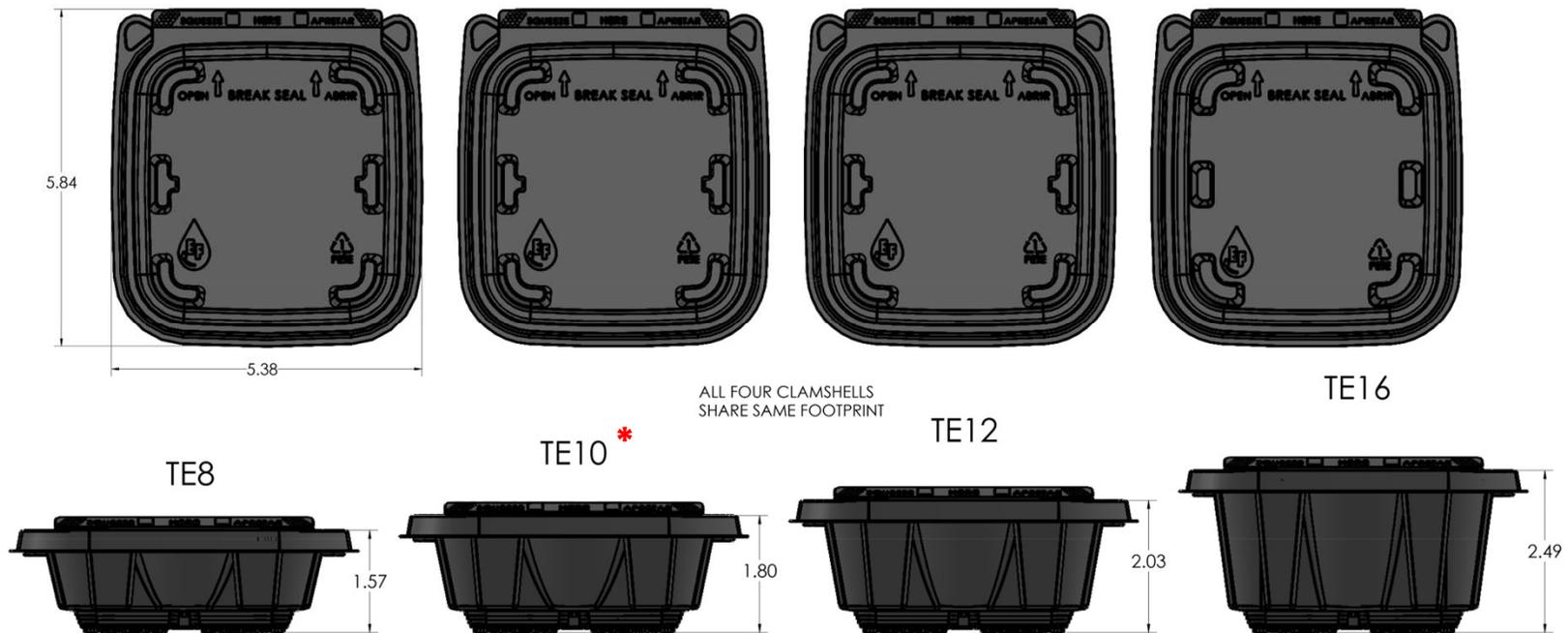


Patent Pending. Confidential and Proprietary Information Included – Not for Distribution



Elevate Freshness™: Available Dimensions

Small Tamper-Evident Clam Shell Collection: 6 x 5



All clam shells share the same footprint for easy retailing and inventory

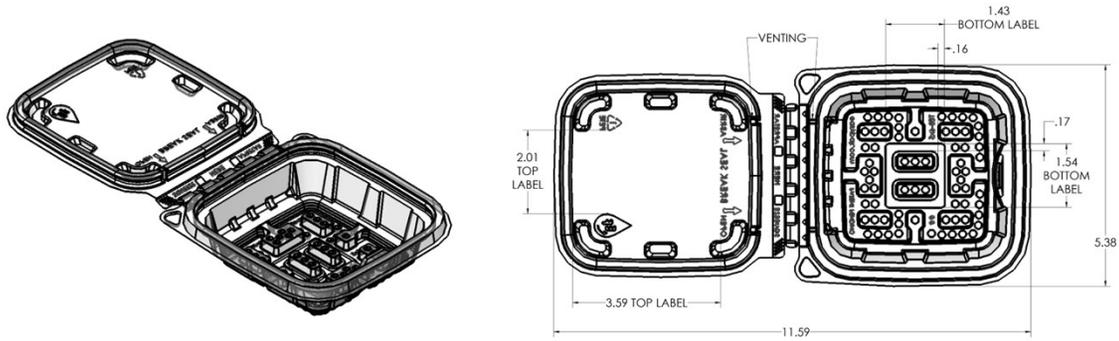


Patent Pending. Confidential and Proprietary Information Included – Not for Distribution

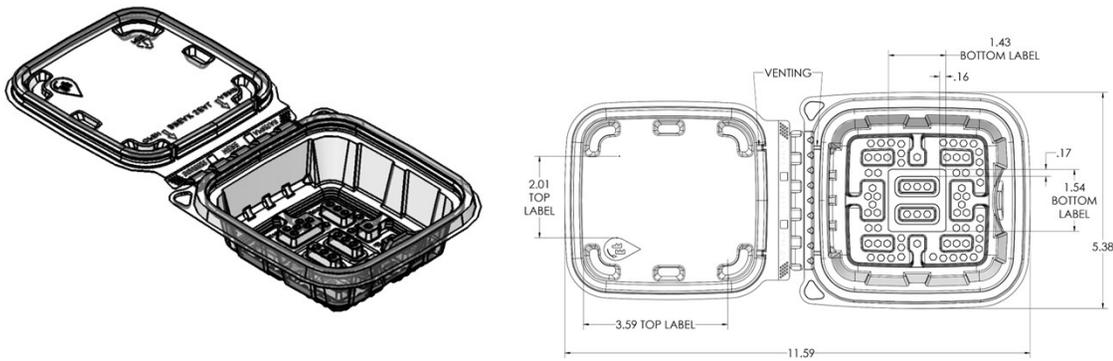
*Future offering under consideration, if interested contact your sales representative



Elevate Freshness™: Available Dimensions



TE8: 8 oz container with hinged lid



TE10: 10 oz container with hinged lid*

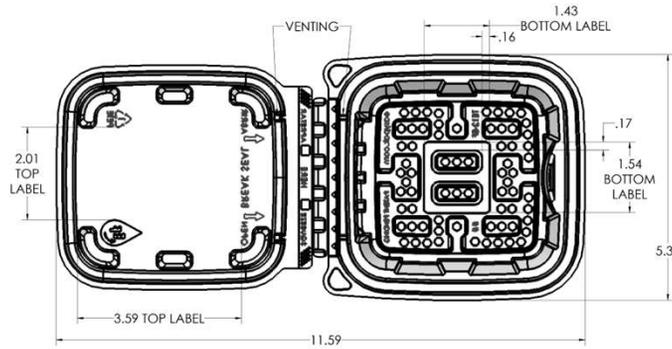
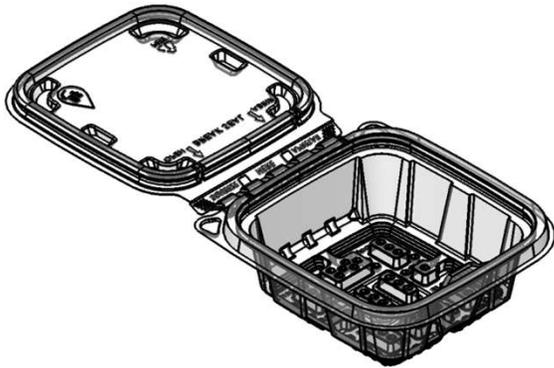


Patent Pending. Confidential and Proprietary Information Included – Not for Distribution

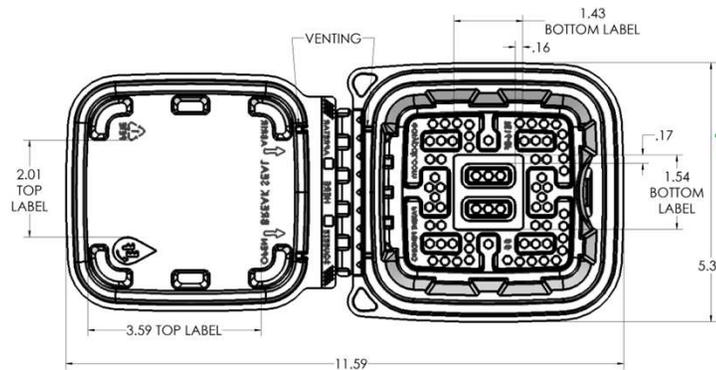
*Future offering under consideration, if interested contact your sales representative



Elevate Freshness™: Available Dimensions



TE12: 12 oz container with hinged lid



TE16: 16 oz container with hinged lid



Patent Pending. Confidential and Proprietary Information Included – Not for Distribution



Elevate Freshness™: Where Innovation Meets Preservation

With Elevate Freshness™, we are dedicated to revolutionizing the way you think about packaging for fresh products.

- 1. Unparalleled Freshness™ Preservation:** ensures that your products retain their quality and taste from production to consumption.
- 2. Customization for Your Brand:** not only preserves your products but also elevates your brand presence, making it instantly recognizable to consumers and setting you apart from the competition.
- 3. Efficiency:** packaging is optimized for efficiency, making it easy to implement in your production processes and automation systems.
- 4. Security:** Many EF containers utilize existing Tamper-Evident technology that is familiar to the market.
- 5. Sustainability:** our solutions are designed with the environment in mind, using materials that are eco-friendly and reduce your carbon footprint. The Elevate Freshness technology is manufactured with 100% PET and is 100% recyclable. **PCR available up to 100%**



Patent Pending. Confidential and Proprietary Information Included – Not for Distribution





Elevate Freshness™

Elevate Freshness™ - Revolutionizing Freshness for Your Products

Introducing Elevate Freshness, a groundbreaking solution engineered to take your fresh cut and fresh packed fruit and produce to the next level of freshness.

EasyPak's patent pending design helps create a better customer experience, helping your product arrive as fresh as possible.

Taste the difference in every bite with Elevate Freshness™.



Patent Pending. Confidential and Proprietary Information Included – Not for Distribution

