

# EcoiCraft® Fresh & Crispy™ Clamshell Containers





# Fresh & Crispy™ Clamshell Containers

## FOR OPTIMAL BALANCE OF CRUNCH AND HEAT

Finding the right container to serve or deliver fried foods while maintaining crispiness and temperature has been a challenge. Until now. Introducing the EcoCraft® Fresh & Crispy™ line of clamshell containers.

The EcoCraft Fresh & Crispy clamshell containers are an innovative solution in food packaging when maintaining crispiness and heat retention is a priority. Fried foods stay crispy, warm and flavorful due to our high-performance ventilation and breathable paper construction. And, the Eco-Flute® micro-flute corrugation material maintains food integrity due to its superior rigidity and crush strength.



## WHEN CRUNCH COUNTS FOR YOUR BOTTOM LINE

Fried foods require a balance of crunch and heat to be perfect. Food served in EcoCraft Fresh & Crispy clamshell containers was shown to have less temperature loss<sup>1</sup> while better maintaining crispiness quality when compared to standard packaging options<sup>2</sup>.

*Keeps food crunchier*

Fresh & Crispy

Fry Carton

Fry Bag

| Soggy ————— Crispy |

*Maintains temperature better*

Fresh & Crispy 136 °F

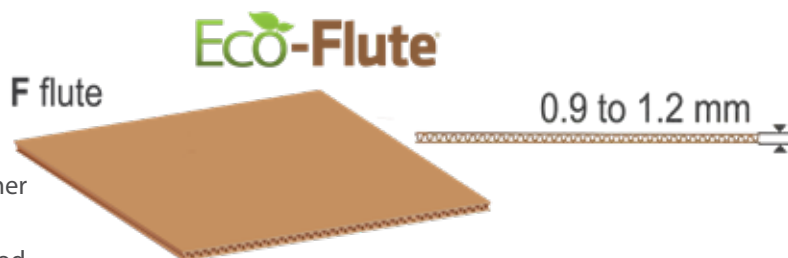
Fry Carton 124 °F

Fry Bag 116 °F

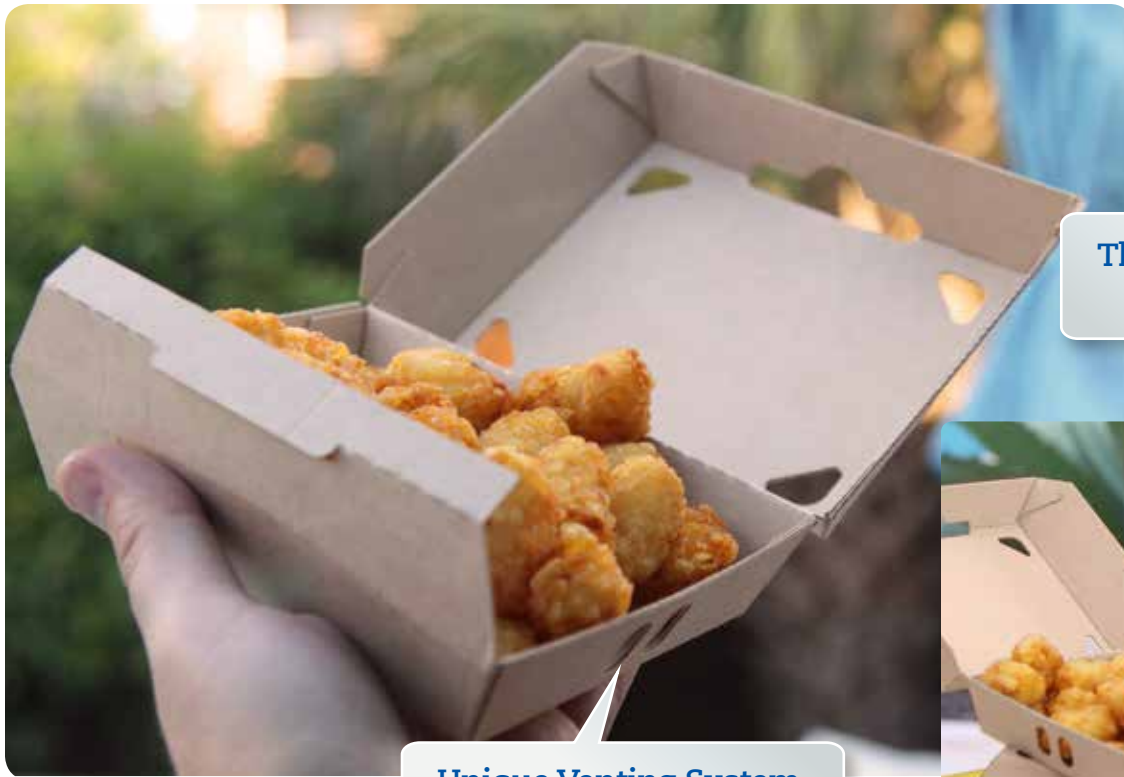
100 °F

The EcoCraft line of clamshell containers are constructed with Eco-Flute® micro-flute corrugation.

The middle layer of these containers use 100% post-consumer recycled content, providing a sturdy, lightweight package. EcoCraft Fresh & Crispy clamshell containers are good for food, and, for the environment.



1. Based on comparison of fried potatoes served in an open fry bag, open fry carton and EcoCraft Fresh & Crispy clamshell container after 15 minutes.  
2. Based on an internal panel tasting comparing fried potatoes served in an open fry bag, open fry carton and EcoCraft Fresh & Crispy clamshell container after 15 minutes.



**Thermal Insulation  
Keeps Food Hot**

**Unique Venting System  
Keeps Crunch Longer**



## FEATURES AND BENEFITS

- Thermal insulation to keep hot food hot
- Superior rigidity and crush strength
- Secure latch locking lid functionality
- Middle layer of paper (medium) is made of 100% post-consumer recycled content
- Total structure is made with a minimum of 33% post-consumer recycled content
- Custom print available

### Key Markets



FOODSERVICE



CONVENIENCE



SUPERMARKET



DELIVERY



CATERING

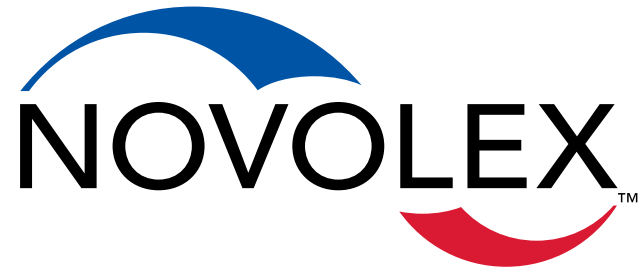


NAT-F344CRISPVF



NAT-F542CRISPVF

SKU#	UPC	Description	Inner Dimensions LxWxH inches	Outer Dimensions LxWxH inches	Case Pack	Case Weight (lbs.)	Case Per Pallet	Ti/Hi	Flute
NAT-F344CRISPVF	10651470234401	EcoCraft Fresh & Crispy	4 x 4 x 2.81	5.5 x 5 x 2.88	600	27.96	16	4x4	F
NAT-F542CRISPVF	10651470254201	EcoCraft Fresh & Crispy	5 x 4 x 2.06	6.38 x 5 x 2.25	300	14.89	24	4x6	F



Learn more about our Sustainability Mission of advancing packaging solutions to support the growing demand for a greener world at [www.novolex.com/sustainability/EcoCraft](http://www.novolex.com/sustainability/EcoCraft)



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