

MULTIVAC: Innovation and pioneering spirit

MAP thermoformed packs for chicken meat.

In search of a process, which would differentiate its products from the competition, the chicken meat producer Flamboiã, a company based in São Paulo in Brazil, decided on thermoforming packaging with modified atmosphere (MAP). Flamboiã can look back on 47 years of history and is the first company in the Brazilian market to use the MAP process for chilled or frozen chicken meat.

Exclusive on MULTIVAC



Exclusive on MULTIVAC

As Osvaldo Camacho, the company's Production Manager, says, the main objective was to focus on innovation and quality and in this way to highlight Flamboiã's high quality standards. As he explains, "We succeeded in enhancing the attractiveness of our chicken meat, an already popular product that is now perceived as being even more high-quality."

Thermoforming packaging with modified atmosphere offers many different benefits for chicken meat. These include optimum transportation of the product, an increase in the shelf life from seven to 20 days and the opportunity to use chilled and frozen products, as well as improved product presentation and the standardisation of weight and packaging.

Transition to the new technology

Flamboiã searched for a perfect partner for this transition in technology and found it in MULTIVAC, the leading manufacturer worldwide of thermoforming packaging machines. "Our choice of partner could not have been better," says Production Manager Osvaldo Camacho. "Since the system was installed, tests have been carried out by the Engineering and Sales teams to check the performance of the packaging solution. All our requirements with regard to equipment, capacity, training and supply of spare parts have been fulfilled. All our staff were trained by MULTIVAC and the implementation of the packaging solution went according to plan."

The machine used at Flamboiã is a F 100 thermoforming packaging machine. The pack size is 190.5 x 150 mm with side ribs; the company logo is embossed on the underside of the pack. The production capacity of the machine is 1,200 packs per hour. The company already uses the new packaging solution for 15 products, of which nine are natural products and six are spiced varieties.

"We are highly delighted with the results from our packaging solution. One can see that the machine was designed for high production output. The MAP technology is revolutionary for our market segment. We have extended the shelf life of our products and can now also supply shops that are located further away," says the Production Manager in summary. ♦

Shelf life
INCREASED FROM 7 TO 20 DAYS

Standardisation
PACKAGING

Standardisation
WEIGHT

per hour
1,200 PACKS

Packaging solution for
15 PRODUCTS

