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RPS launches new chicken dome concept at IFEX

RPS is offering retailers and food processors a radical new solution to poultry packaging called the 'chicken dome'.

Developed to transform the presentation of whole, raw chickens and enhance shelf life, the specialists in food packaging solutions launched their innovative concept at IFEX in Belfast.

RPS developed the chicken dome concept after retailers expressed growing concern over traditional packaging formats. With both stretch-wrap and shrink-wrap films tending to relax or unravel after a few days, allowing the products' juices to seep out causing wastage of up to 15%. Alternative packaging formats for whole birds have been tried in the past without success.

Instead of a shallow tray with film wrapped over it, the dome developed by RPS is a clear, deep draw tray that is 'draped' over the bird and sealed with a flat piece of film underneath. The dome roughly follows the contours of the bird, but has flat sections strategically placed for automated production handling and label application.

The innovation has solved all leakage problems and increased product shelf life through improved sealing methods.

RPS consulted with tray and film manufacturers, machine engineers, food processors and retailers to bring the concept to market.

RPS co-founder, Trevor Potter, believes the dome's composition is the secret behind its success: "The breakthrough came when we had the idea to treat the dome with an anti-fog agent, ensuring product visibility without compromising the integrity of the seal."

Food processors may be able to adapt existing machinery to the dome process, however, for best results, RPS recommend the installation of the new Sealpac 800, tray sealing equipment.

RPS is the only company of its type in the UK to deliver complete line solutions to food processors, brand owners and retailers. The company offers market research, process evaluation, and technical development to improve clients' packaging systems.



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