



**rps**

# New compostable chicken dome is shape of the future

Packaging specialists, Rovipak Packaging Solutions (RPS), has taken its 'chicken dome' a step further by offering retailers and food processors the benefits of a new compostable version.

The chicken dome, developed to transform the presentation of whole, raw and roasted chickens, solves the problem of leaky stretch or shrink wrapping, crinkled labels, and subsequent product wastage.

Instead of a shallow tray with film wrapped over it, the dome is a clear, rigid shell closely following the contours of the bird. Weld sealed film underneath stops product juices seeping out and assists shelf life extension. The film beneath can be printed if required, and a flat surface area on the dome allows labels to be applied by an automated process.

RPS developed the fully compostable option to help tray manufacturers, packer/fillers and retailers minimise their Packaging Waste liability, and provide a 'green' choice to ethical consumers.

With the new compostable version, both the dome itself and the film underneath can be thrown onto the compost heap, breaking down completely between 50 and 100 days. This environmentally-friendly version does not compromise the appearance or effectiveness of the packaging. The dome remains crystal clear and can still be weld sealed. Like the standard dome, the packaging can also be frozen.

RPS has also developed an option with a built-in foil tray for pre-basted birds or poultry with a marinade. The consumer simply removes the outer dome and film to place the foil tray holding the bird directly in the oven. The foil tray version is available with both the standard and compostable materials.

Rovipak Packaging Solutions co-founder Trevor Potter is confident the industry will take the innovative dome under its wing: "In many ways the dome is ahead of its time, but business drivers like the packaging waste levy, coupled with rising concern for the environment makes the dome the smart choice for poultry packaging."

The dome can be produced in various sizes including a new baby format, suitable for packing fresh or cooked poussin.

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 its clients' packaging systems.

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