






Le Marin Vendéen transitions its premium chilled ready-to-cook seafood range to the sustainable, fiber-based PaperSeal® Cook tray

French seafood processor Le Marin Vendéen places quality and freshness at the heart of its operations. Its commitment to sourcing responsibly with full traceability means the company can guarantee the origin of all its raw materials, ensuring its customers receive seafood of the highest quality. To complement its sustainability efforts, Le Marin Vendéen required a paper-based packaging solution for its retail customer Grand Frais, that helped to reduce plastic packaging for its premium chilled seafood range, while retaining overall pack performance.

CASE STUDY: SUSTAINABILITY | CONVENIENCE | ELEVATED EXPERIENCE

 CHALLENGE	 SOLUTION	 RESULTS
<ul style="list-style-type: none"> • Circularity Create a paper-based tray solution that is sustainable and recyclable. • Performance Match the functionality, convenience, and efficacy of the brand's plastic packaging to retain product quality and freshness, and achieve excellent performance when stored and cooked. • Consumer expectation Meet the expectations of Grand Frais' consumers for packaging that reduces single-use plastic whilst maintaining freshness. 	<ul style="list-style-type: none"> • Reduced plastic, easy recycling The PaperSeal® Cook tray incorporates a paperboard base tray with a film liner. The paperboard portion of the tray can be cleanly separated from the liner for easy recycling by the consumer. • Delivers on quality promise The unique continuous sealing flange creates a highly effective hermetic seal for the modified atmosphere tray, ensuring the product retains shelf life equivalent to the previous solution. • Premiumization The paperboard can be printed with high impact graphics to create a premium look. 	<ul style="list-style-type: none"> • Optimum circularity Achieves an 85% reduction in plastic versus the traditional packaging format. The paperboard portion of the tray can be separated from the liner for easy recycling. • Excellent pack integrity The continuous sealing flange maintains integrity of the pack through the supply chain and delivers equivalent shelf life. • Excellent Performance The pack can be taken from freezer or fridge to conventional oven or microwave. • Premiumization The natural look and high impact graphics create a premium pack that consumers will love.

Challenge

To support its customer Grand Frais, a major retailer with 269 stores across France and Luxemburg, Le Marin Vendéen required a paper-based, sustainable tray solution for their premium ready-to-cook salmon and fries meal that delivered the same benefits as their previous plastic tray. The solution needed to live up to Le Marin Vendéen's commitment to quality and product freshness, while aligning with Grand Frais' sustainability goal to develop fresh, odorless packaging that is made from natural resources and is recyclable. In addition, the solution needed to stand out on-shelf and offer good consumer convenience.

Solution

After assessing several different paper-based tray solutions, Le Marin Vendéen selected Graphic Packaging's PaperSeal® Cook solution. Developed in partnership with leading tray sealing specialist G.Mondini, PaperSeal is a high-barrier tray produced from renewable fiber and sourced from sustainably managed forests. During their assessment, the team at Le Marin Vendéen were impressed by the excellent seal integrity achieved thanks to the unique continuous sealing flange. The hermetic seal ensures the product retains its freshness and quality, while delivering shelf-life equivalent to that of a plastic tray. The premium solution was designed to be robust throughout the supply chain, withstand humidity in cold storage and perform well during the cooking process. The paperboard portion of the tray can be easily separated from the liner, which promotes easy recycling of the paperboard by the consumer.

Results

Seventy percent of French consumers are actively taking steps to reduce their use of plastic packaging, and just over half are buying more from retailers who are removing plastic from their packaging, according to a Two Sides survey². By partnering with Graphic Packaging, Le Marin Vendéen has successfully implemented a sustainable, paper-based solution that reduces plastic usage by 85 percent. The PaperSeal tray is convenient for consumers to use and recycle and robust through the supply chain, reducing the potential for food waste. The paper-based solution ensures that Le Marin Vendéen's chilled premium seafood range is perfectly presented, delivering improved branding and messaging opportunities, despite storage and supply chain challenges such as humid environments.

¹Plastic reduction figures are for the tray and exclude the lidding film, which is not supplied by GPI but is expected to be similar to film used for current trays. Each PaperSeal tray is specified on a case-by-case basis to minimise plastic content, at levels even below 10% where possible.

²https://www.twosides.info/documents/research/2020/packaging/European-Packaging-Preferences-2020_EN.pdf

