

Dri-Fresh® Fresh-Hold™ OA labels for odour absorbency



Confinement odour can be a major issue with packaged meats, packaged seafood and packaged poultry - and some vegetables - and can regularly cause perfectly good food to be rejected.

Dri-Fresh® Fresh-Hold™ OA labels offer odour absorbency for use when confinement odour is a major problem to a product's acceptance in the market. This unique product traps all odours from within the pack - meaning that when the customer opens it they don't incorrectly think it is off, as the product smells as fresh as the moment it was packed.

Dri-Fresh® Fresh-Hold™ OA labels are a simple - and cost-effective - solution to the problem.

- > Attracts and absorbs organic vapours which produce unpleasant odour
- > Reduces wastage and returns
- > Available in a reel format for easy application
- > Can be integrated with pads, bags, films, cartons etc
- > Can be customised to customer requirements
- > Manufactured under BRC and ISO9001 conditions
- > A highly effective yet very simple solution

