

## **SBB Synthetic Bacon Board<sup>®</sup>: A new packaging option for retail bacon processors.**

### ***Meeting consumer demand for bacon products.***

Refrigerated bacon accounts for more than \$5 billion in U.S. sales and more than 1 billion pounds of production every year. With fierce competition among the leading brands, bacon suppliers need brand enhancing, functional packaging that is also sustainable. SBB Synthetic Bacon Board<sup>®</sup> film was created to satisfy all of these requirements.



### ***Sustainable alternative to waxed L-board.***

One study estimates that more than 48 million pounds of traditional bacon L-board goes to U.S. landfills annually. Converting to a more sustainable recycled board would have a positive impact on landfill volumes.

Polypropylene-based SBB is 100% recyclable in the polypropylene or polyolefin recycle stream. Profol has SBB compositions that can be separated for recycling using traditional water bath separation used for polyolefins.

### ***Superior print durability.***

The polypropylene composition of SBB provides superior print durability vs. traditional L-boards. Polypropylene does not absorb moisture or bacon grease which keeps the visual presentation crisp and vibrant. SBB maintains its stiffness and geometric integrity so the print quality doesn't degrade over time.

SBB film can be pigmented any color on the bacon-contact side with white on the reverse side for easy printing of advertising graphics. Profol offers SBB in standard colors of black/white, white/white or yellow/white. With minimum volume orders, bacon packagers can choose exclusive custom colors that match their corporate branding.

### ***Allows High Pressure Processing (HPP) for other bacon types.***

Bacon products made from chicken, turkey, beef, fish and plant-based proteins are becoming more popular. These products typically rely on HPP which uses extremely high water pressure (up to 6,000 bar/87,000 psi) to neutralize pathogens in food, without losing flavor, freshness or nutritional value. Profol SBB is the only bacon board material that can withstand this process.



Unlike thermal, chemical and other high-heat treatments, HPP is a cold process that maintains the characteristics of the fresh food product. It doesn't alter taste, texture or quality for consumers. Plus, it has been shown to extend retail shelf life up to two or three times longer than traditional preservation methods. HPP also helps improve delivery times. Since pressurizing takes place in the sealed retail package, the product is immediately ready for distribution.

Uncured pork bacon can also be preserved using this method without adding nitrates or nitrites, significantly extending its shelf life. This lower-sodium bacon is a high-quality health option, and fewer ingredients listed on the label satisfy certain consumers.

## ***Shingle pack integrity.***

The shingle pack has been used to display the lean edges of sliced fresh bacon since the 1950s. This format hasn't changed much over the years, except that the U.S. Department of Agriculture added a regulation in 1973 that requires bacon packagers to include a transparent window on the back that exposes the cut face of a representative slice.

Synthetic bacon board is formed and die cut in the same manner as traditional bacon board, but it provides several benefits that help bacon packaging maintain its quality and shape during shipping, retail display and consumer use.

Since SBB bacon boards do not wick moisture, they maintain their stiffness and structural integrity. SBB boards also have soft corners which help prevent leaks during the packaging and distribution process. SBB film can be purchased sheeted or in roll stock to meet your dimensional needs.

## ***Not just for bacon lovers.***

The same benefits that make SBB board attractive to refrigerated bacon packagers, help other food manufacturers solve their packaging challenges.

Profol SBB can be die cut to most any shape for applications such as vacuum skin pack display boards for other fresh meats including seafood, beef, poultry and deli meats.

### **Advantages of SBB vs. Traditional Bacon Board**

	<b>Profol SBB</b>	<b>Traditional Board</b>
100% Recyclable	✓	
Resists Moisture and Grease Absorption	✓	
Withstands HPP	✓	
Maintains Stiffness in High-Moisture Packaging Environments	✓	
Easy Printability	✓	✓

## ***Why work with Profol for your food-grade packaging materials.***

It is important to work with suppliers certified to meet the Safe Quality Food (SQF) code. The SQF program is recognized by retailers, brand owners and food service providers as one of the most rigorous and comprehensive food safety and quality standards in the world. SQF standards require establishment of a detailed, comprehensive food safety program through every step of the supply chain. Using an SQF certified supplier such as Profol provides benefits that are immeasurable in today's environment.

**Reliable Food Safety System** – Having an SQF certified supplier means controls are in place assuring you are getting a consistently produced product that is being properly evaluated.

**Product Traceability** – Processes are in place to trace a product through the entire manufacturing process. Unique lot numbers allow traceability from raw material to the finished product.

**Increased Confidence** – Brand owners can trust that an SQF certified supplier has implemented a food safety program that ensures compliance and safe, quality food for consumers. The third-party certification body performs regular audits of the system. This fact gives owners the assurance that food safety and sanitation issues will not threaten their brand or reputation.

## ***Profol packaging experience.***

Profol, a global leader in cast film and sheet, has a proven record of experience in the manufacture and application of cast polypropylene and polyethylene solutions for the food packaging industry. They provide an extensive line of films used in bacon packaging, stand-up pouches, lidding products, vacuum packaging, shallow-draw thermoforming, and other applications.

***For detailed specifications of SBB Synthetic Bacon Board<sup>®</sup>, contact Mark VanSumeren at (319) 731-3332 or [mvansumeren@profol.com](mailto:mvansumeren@profol.com) or visit [profol.com/packaging](http://profol.com/packaging).***