

Printkote® HMR – Consistency, strength and moisture resistance helps a leading seafood supplier meet global demand.

Context

Product performance and supply chain leadership allow MWV to help drive growth for a leading global seafood producer.

Challenge

To meet its plan for growth, a leading seafood supplier in South Africa must expand its distribution of chilled and frozen seafood products globally, while creating a consistent, high-quality brand experience.

Solution

MWV provides a paperboard packaging solution and supply chain expertise that covers the challenges of global brand management across cold chain distribution.

Results

Standardized packaging for the global seafood supplier that saves time, cost and waste. Decreased unsaleables and increased profitability make partnership with MWV a true success.

Not all cold chains are created equal. Some are longer, more rigorous, and more time-consuming from end to end. Take that of leading global seafood supplier Irvin & Johnson, for example.

Context

With one of the largest fishing fleets in the Southern Hemisphere, Irvin & Johnson's (I&J) international division ships chilled and frozen seafood to Asia, Australia, Europe and the Americas. That's a cold chain that crosses nearly every ocean and touches almost every principal land mass. Combine that with the delicate nature of seafood in a variety of forms and that's a cold chain that would challenge any packaging solution provider to its very core.

Challenge

When I&J sought to expand the global reach of its seafood brands, they looked for a packaging partner that could bring leading innovations and worldwide scope, and one with extensive experience in frozen food and seafood packaging. MWV was a natural fit.

Solution

MWV offered I&J access to its latest extension of the Printkote family of leading SBS paperboard family of products: Printkote HMR. Extruded with a specially formulated polymer coating, HMR stands for High Moisture Resistance.

In addition to meeting both USDA and ISEGA food contact standards, its consistent thickness and smooth, clay-coated surface provide the printability and runnability to meet I&J's need for standardization across an otherwise inconsistent platform.

Results

The substrate quality and consistency have allowed I&J to run its packaging machinery more efficiently around the world. The stronger, more resilient Printkote HMR packaging has also decreased I&J unsaleables, which has reduced waste, reduced cost and bolstered profits.

For a company set on expanding its presence with multinationals, one of the biggest benefits of the MWV partnership has been confidence.

Kathryn Sinclair, packaging manager for I&J sums up her company's regard for MWV and Printkote HMR in glowing terms: "Since we first specified Printkote HMR, we've experienced complete satisfaction with this product and its supply. MWV never missed a beat. Their total compliance, their focus on the seafood industry, and supplying us with the right product for the right application, has won our total confidence."

She continues, "Our risk profile is excellent. We sleep well at night!"



For more information, please contact your MWV representative or visit our website at mwv.com/seafood

MWV How brands take shape™

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