

ALPMA presents new fresh packaging concept: the SAN Fresh

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Self-service cheese counters are playing an increasingly important role in retail. In response to the tight labour market and the shortage of skilled workers, ALPMA has developed a completely new concept for wrapping cheese segments in film by machine while retaining the look of hand-wrapped products: The SAN Fresh!

Classic packaging concepts such as thermoforming or shrink packaging suggest an industrial touch. Consumers, on the other hand, like to choose their own individual and freshly sliced portions of cheese, as they are used to from the cheese counter.

Consumers can already follow this freshness process with their own eyes, as in today's supermarket concepts, employees cut and wrap the cheese by hand in plain view and then present it at the self-service counter. The SAN Fresh significantly reduces the workload of counter staff and allows them to devote more time to their core task of advising customers.

Only the SAN Fresh provides this individual look, which helps to satisfy consumers' growing awareness of regionality and sustainability, as packaging waste is reduced by up to 60% in direct comparison with thermoformed or tubular bag packaging.



The advantages at a glance:

- Optics of the hand-packed product
- Reduction of packaging waste by 60%
- Presentation of regional products
- No downtime, thanks to high format tolerance
- Reclosable

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