Tetra Recart®
The 21st Century Alternative for Canned Food
SOMETHING GOOD IS HAPPENING IN CANNED FOOD

The world of food is rapidly evolving. Consumers, retailers and food producers are looking for fresher, more convenient food packaging solutions that have a minimum impact on the environment. Tetra Recart, the 21st century alternative for canned food, is the answer.

Tetra Recart is the first retortable carton package which enables filled product to be sterilized within the package. This exciting development is made possible by the invention of a unique packaging material and a new forming and sealing technique.

You can fill a Tetra Recart package with shelf-stable food products with particles of almost any size - products traditionally filled in cans, glass jars or pouches, such as vegetables, tomatoes, ready meals, soups and sauces as well as pet food.

The total carbon footprint of the Tetra Recart packaging system is considerably lower than for competing packaging systems such as cans and glass jars. Furthermore, the Tetra Recart package is based on Forest Stewardship Council (FSC) certified paperboard, which is a renewable resource and can be recycled in existing carton waste streams.

THE 21ST CENTURY ALTERNATIVE

Tetra Recart has been developed to exceed the demanding needs of the food industry. The compact and square shape offers key benefits along the value chain, such as cost efficiency, strong environmental performance and added convenience. With less space needed for transportation, there are great environmental savings to be made. In-store, the package requires less handling and consumers carry home a light package for tasty, natural and easy-to-prepare meals.

The innovative Tetra Recart package, which offers the best way to revitalise the category and your brand, is becoming the industry reference with a presence in over 30 countries.

GLOBAL EXPERIENCE WITH LOCAL PRESENCE

Tetra Pak is the world’s leading food processing and packaging solutions company with over 50 years of experience. With a long heritage in finding solutions for all kinds of food and beverage, we have a strong commitment to innovation and the environment.

Having Tetra Pak as your partner you receive global experience combined with local presence. Our dedicated teams of skilled technicians are at hand 24/7, providing you with all the assistance your business requires.
OUTSTANDING PERFORMANCE

The Tetra Recart package is very lightweight and requires a minimum of resources. The package is based on FSC certified paperboard, which is a growing renewable resource. Renewable resources have minimal impact on the environment and if managed properly will never run out. The FSC certificate proves that the paperboard comes from forests that are well managed according to strict environmental, social and economic standards.

Tetra Recart is the perfect solution for renewing your brand image, extending your presence or just giving the category a boost. A blank billboard with superb visibility presents the opportunity to carry your brand and message. Tetra Recart is a packaging system that provides a competitive and stable system cost, clearly establishing it as the leader in innovation.

EFFICIENT INNOVATION

Tetra Recart is a perfect solution for renewing your brand image, extending your presence or just giving the category a boost. A blank billboard with superb visibility presents the opportunity to carry your brand and message. Tetra Recart is a packaging system that provides a competitive and stable system cost, clearly establishing it as the leader in innovation.

LOGISTIC EFFICIENCY

The shape of the Tetra Recart packages combined with the light weight make them very transport efficient. Compared to traditional cans, there are substantial cost and environmental savings to be made. Tetra Recart packages are transported like flat cartons to the Filling Factory. As a result, one standard truck with empty Tetra Recart cartons corresponds to nine standard trucks with empty cans. In other words, with Tetra Recart packages you can pick eight out of nine trucks off the road.

Tetra Recart brings direct product cost savings through its rectangular shape, low package weight and secondary packaging. Designed for in-store efficiency, the 30-40% space savings compared to round packages provide both an efficient use of shelf space in the store and efficient distribution. In-store handling time is cut down to a minimum thanks to easy-to-open trays.

CONSUMER CONVENIENCE

Results of consumer research* have shown that the Tetra Recart package is an attractive and convenient package. It conveys a fresh and natural product image and is perceived as a modern and contemporary package. Tetra Recart needs no tools to open, fits neatly for disposal, and takes up less space as it makes its way to a recycling centre.

*Over 100 consumer studies in more than 40 countries conducted by independent research agencies.

RECYCLABILITY

Based on paperboard, Tetra Recart packages are recyclable and fit into existing carton recycling processes. Tetra Pak co-operates with local authorities and recyclers to support and facilitate recycling.

Tetra Recart offers numerous benefits throughout its packaging life. From the very start as a small tree seed to its flexibility and re-use as fully recyclable packaging.

Tetra Recart is a cost efficient in logistics and provides savings for the environment, while adding convenience for transporting the package, handling it in the shop and for consumers buying and using the package in their kitchens. With outstanding performance throughout the value chain – it truly is the 21st century alternative for canned food.
The Tetra Recart package is designed for shelf-stable food products with particles of almost any size such as vegetables, tomatoes, ready meals, soup and sauces as well as pet food. This is a package that opens up endless opportunities.

**OPPORTUNITIES TO STAND OUT**

Tetra Recart provides new opportunities to stand out in the shelf. The package brings a fresh shelf image to the brand and an environmentally trustworthy position. From a design perspective, the flat surface allows for improved design options. A billboard effect is created when packages are put together on the shelf. Being tightly packed and always facing the consumer, the package will create an eye-catching shelf impact. In this way you can revitalize a brand image and create a unique product concept.

**FOCUS ON THE ENVIRONMENT**

The environment is increasing its share on the agenda today, and Tetra Pak is acting proactively. Having qualified for the WWF’s Climate Savers Programme, we have committed to cut CO2 emissions by 10% in 2010 as compared to 2005. Our LCA (Life Cycle Analysis) results constantly feed development needs, to create sustainable solutions that are future ready. Finally, the paperboard used in the Tetra Recart package is FSC certified, which means it comes from well managed forests and controlled sources.

Tetra Recart is a truly sustainable packaging solution for today and tomorrow. It offers exciting possibilities for category revitalisation and improved cost efficiency along the value chain combined with outstanding environmental performance.

**LINES DESIGNED FOR YOUR NEEDS**

Tetra Recart offers two packaging platforms: Tetra Pak R1 (TP R1) and Tetra Pak R2 (TP R2). Our highly integrated, cost optimized solutions allow you to match your capacity needs of today and tomorrow.

TP R2 is small and flexible, and has low entry costs. This makes the TP R2 perfect for producers needing a low entry risk, or for producers with a wide range of products. The platform manages up to 6 000 packages/hour and offers size flexibility and a quick changeover time (30-45 min) depending on the food application.

TP R1 is a packaging platform meeting demands on high capacity and flexibility. It can run up to 24 000 packages/hour depending on the filled product. TP R1 allows for low operating costs, being efficient and easy to maintain.

**THE HIGH CAPACITY, FLEXIBLE SOLUTION**

TP R1 is a packaging platform meeting demands on high capacity and flexibility. It can run up to 24 000 packages/hour depending on the filled product. TP R1 allows for low operating costs, being efficient and easy to maintain.

**THE COMPACT SOLUTION**

TP R2 is small and flexible, and has low entry costs. This makes the TP R2 perfect for producers needing a low entry risk, or for producers with a wide range of products. The platform manages up to 6 000 packages/hour and offers size flexibility and a quick changeover time (30-45 min) depending on the food application.

**THE FUTURE, HERE AND NOW**

Tetra Recart is a truly sustainable packaging solution for today and tomorrow. It offers exciting possibilities for category revitalisation and improved cost efficiency along the value chain combined with outstanding environmental performance.

- Convenient
- Modern
- Cost efficient
- Environmentally sound
- Innovative
- Fresh
Tetra Recart is the modern and innovative packaging and processing system for the canned food industry. It is the first retortable carton package designed for shelf-stable food products with particles of almost any size such as vegetables, beans, tomatoes, soups and sauces – foods traditionally filled in cans, glass jars or pouches. This exciting development was made possible by the invention of a revolutionary new packaging material and a new forming and sealing technique which means that filled product can now be sterilized within the package to extend its shelf life for up to two years.

The result is a carton that meets the 21st century consumers’ demands for safety, convenience and environmental performance. Whether in the kitchen cupboard or on the retailer’s shelf, the package’s square shape offers excellent space efficiency and visibility. Food producers can use this appealing, modern package to boost sales in mature product categories and revitalise existing product ranges.

Over 400 product references across the world.

Visit www.tetrapak.com or contact Tetra Recart main office:

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