



CASTAWAY®

*New and improved*



**RECYCLABLE PLASTIC TRAYS.**

# PRODUCT FEATURES.

*New and improved*



## MADE WITH 60% RECYCLED CONTENT

Every tray is made from at least 60% of post-consumer recycled #1 PET (RPET) - contributing to resource recovery and a circular economy for materials.



## 100% RECYCLABLE

PET can be recycled via household co-mingled kerbside collection programs throughout Australia. Clear trays are also easily identified in recycling facilities - preventing them from being sent to landfill.



## HIGH CLARITY RPET MATERIAL

Ultra-clear PET provides optimum product visibility for improved shelf appeal and freshness perception - promoting increased customer satisfaction and repeated sales.



## STACKABLE & NESTABLE

Aqua Cell® trays are stackable to ensure maximum storage space efficiency, fast and easy handling and transportation for reduced footprint and better organisation.



**FLAT RIM**  
Flat rim for heat seal film



**LESS PLASTIC**  
Designed to use less material and reduce plastic in your packaging



## RIBS FOR ADDED STRENGTH

Ribs across trays for added strength in auto and hand wrapping machines, while reducing plastic.



## 31MM INTERNAL DEPTH

Allows the meat to sit neatly in the tray for stacking on the shelf, for superior product protection and streamlined handling.



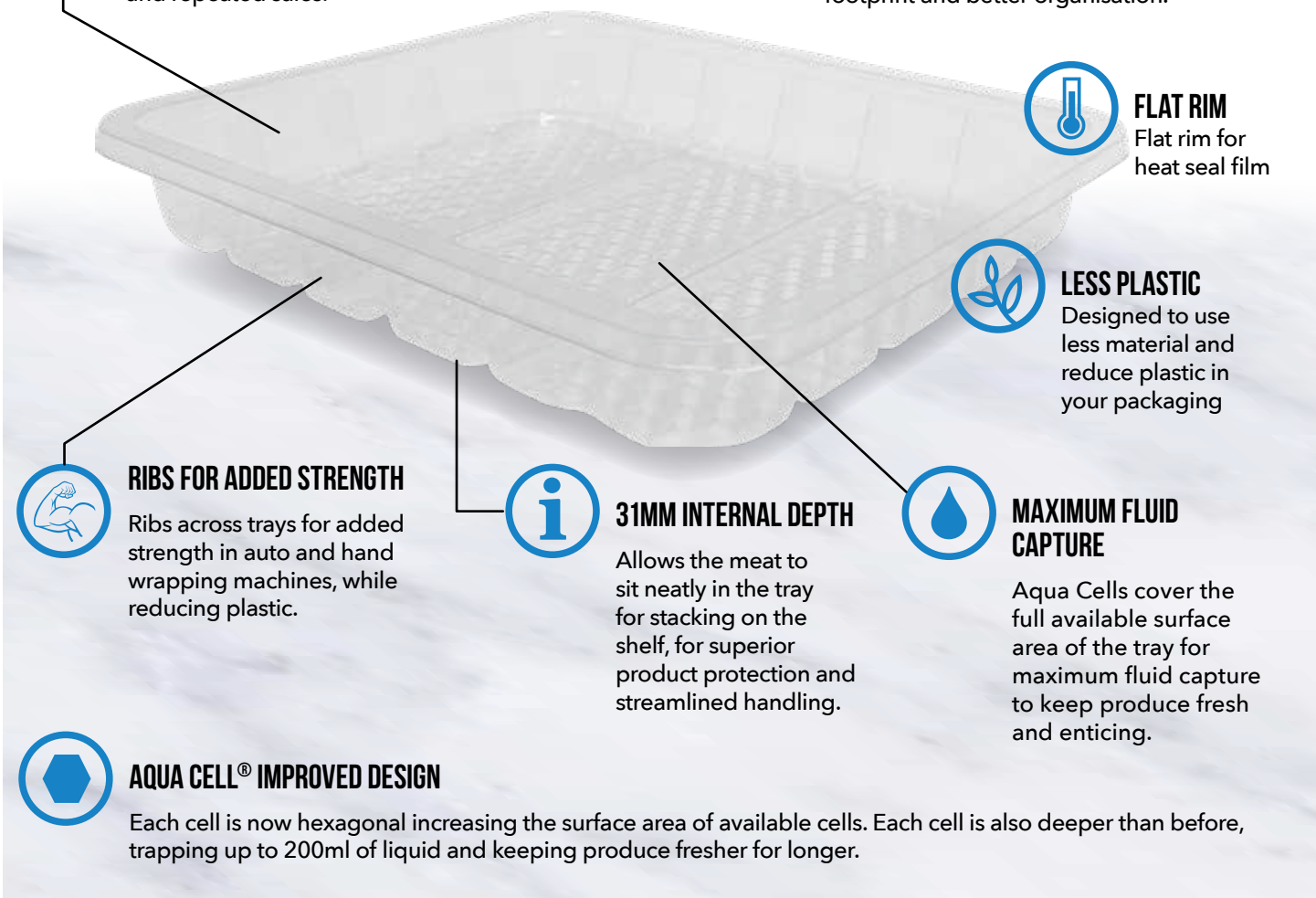
## MAXIMUM FLUID CAPTURE

Aqua Cells cover the full available surface area of the tray for maximum fluid capture to keep produce fresh and enticing.



## AQUA CELL® IMPROVED DESIGN

Each cell is now hexagonal increasing the surface area of available cells. Each cell is also deeper than before, trapping up to 200ml of liquid and keeping produce fresher for longer.



**LESS PLASTIC, STRONGER, MORE FLUID RETENTION**



# WHY AQUA CELL®?

## SUPERMARKET PRODUCE TRAYS

Plastic is an essential material in the meat and fresh produce industry. At the processing level, it plays an important part in food safety, storage and shelf life, transport and product quality. In retail, it is again used for food safety, but also for retail presentation and to provide consumers with a safe and convenient means of transporting and storing products at home.

Yet, there is growing community awareness that plastics must be used responsibly. That includes reducing their primary use - where possible - and ensuring used trays are recovered, reprocessed, reused or disposed of in the most environmentally responsible ways available.

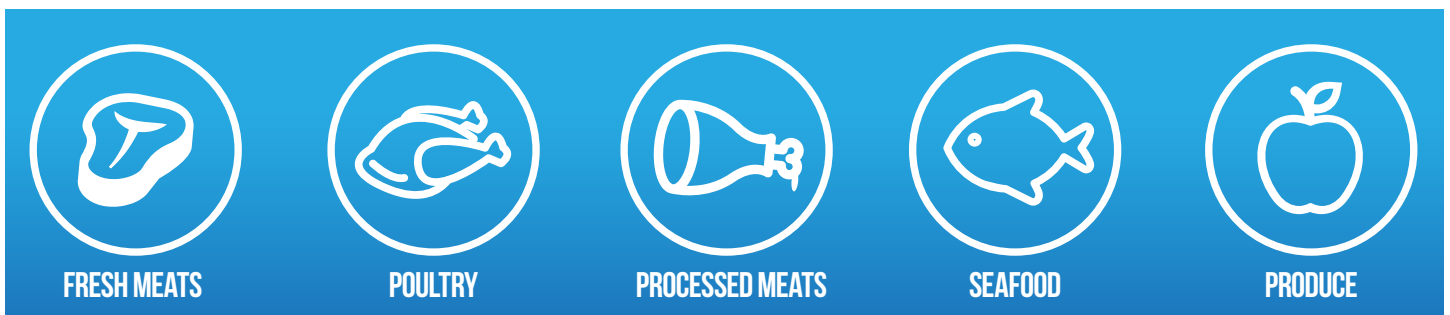
## THE OPTIONS

While expanded polystyrene trays are becoming less popular, the need for soaker pads (an unnecessary packaging) is eliminated by Aqua Cell!

|                             | PLASTIC EPS (FOAM)   | SOAKER PADS (IN OTHER PLASTIC TRAYS)                               | AQUA CELL® (RECYCLABLE PET)   |
|-----------------------------|--|--|---|
| THE PLASTIC/MATERIAL        | Plastic EPS (Expanded Polystyrene)   | Absorbent polymer, silica gel, plastic and/or paper.               | Post-consumer #1 recycled PET (Polyethylene Terephthalate)  |
| END-OF-LIFE DISPOSAL OPTION | General waste / Landfill bin   | General waste / Landfill bin                                       | Co-mingled recycling  |
| RECYCLABILITY               | No. Foam is not accepted in co-mingled recycling. Foam trays are rejected by recyclers because they are contaminated with blood. | No. Soaker pads are not accepted in co-mingled or other recycling. | Yes. Clear PET plastic trays can be recycled locally, and reused again to produce food contact packaging. |

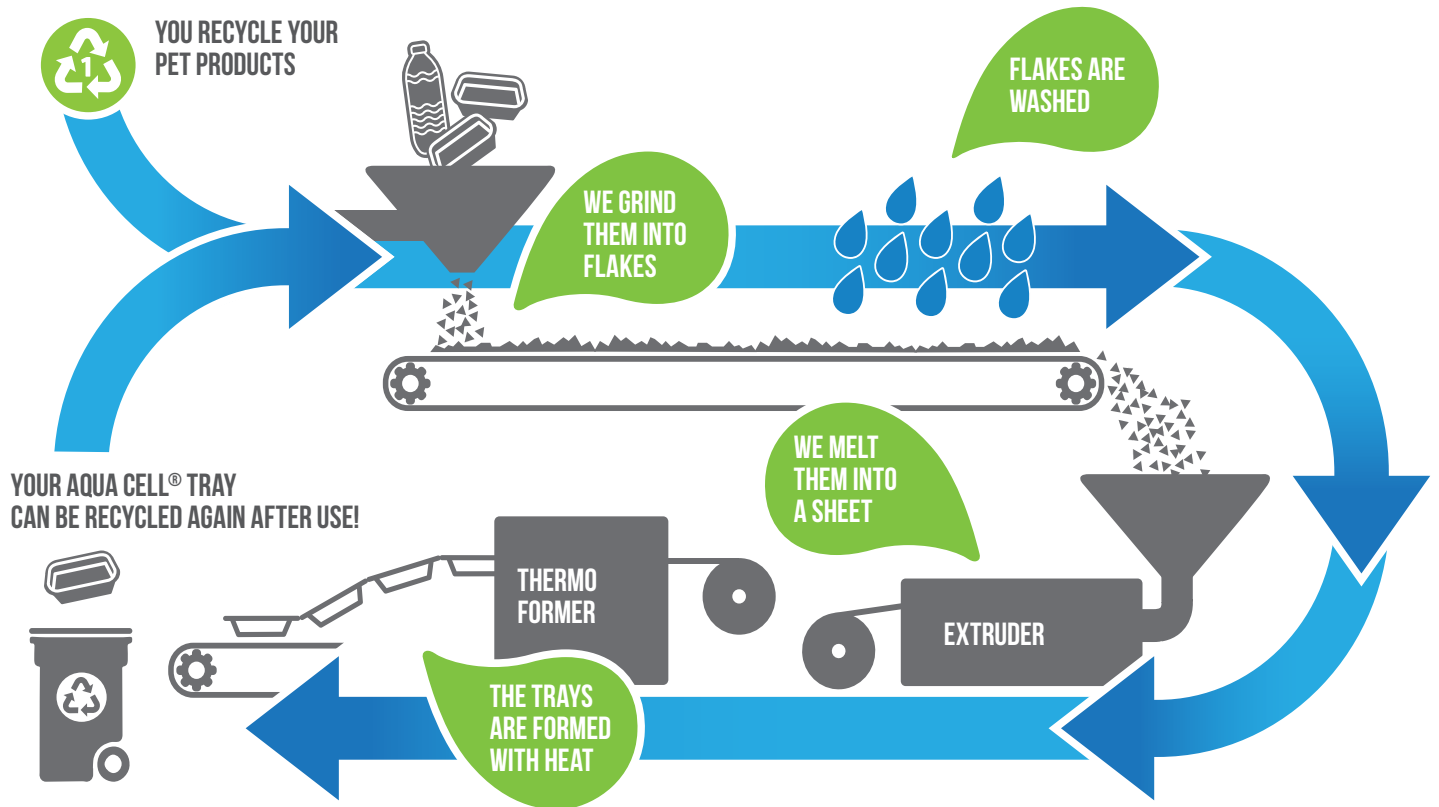
Hundreds of millions of foam trays and soaker pads are sent to landfill every year after being in use for about one week.

Castaway® and Aqua Cell® offers a sustainable, cost-effective and attractive packaging solution that allows your supermarket to go foam free, soaker pad free, and create a circular economy for plastic trays used in produce packaging.





# THE AQUA CELL® STORY.



**POST-CONSUMER, AUSTRALIAN RECYCLED PET**

Manufactured in Melbourne, MarPET® is Martogg Group's range of food-grade recycled PET (rPET) which can help your business deliver on its sustainability goals and support in making PET a truly circular packaging material in Australia.



# PRODUCT INNOVATION.

## MADE FROM RECYCLED BOTTLES

As part of our ongoing commitment to sustainability, we aim to have the best environmental outcomes by increasing the content of recycled material in our packaging, which are fully recyclable at kerbside collections.

- Made from at least 60% post-consumer, Australian recycled #1 PET plastic (rPET)
- 100% recyclable via household co-mingled kerbside collection programs
- Clear trays are easier to identify than black trays in recycling facilities, resulting in less trays being sent to landfill
- By using Aqua Cell® trays, you help prevent plastic bottle from ending up in landfill and our oceans.



**MADE FROM  
*at least*  
60%  
*recycled*  
PLASTIC**

## HOW TO RECYCLE — THE THREE STEPS

Thoroughly rinse the tray, tapping the back of the tray to remove excess fluid captured in the cells. This ensures that the tray is clean and safe to be recycled back through the waste stream. Place the tray in your plastics recycling bin for kerbside collection.

## WHAT IS AN AQUA CELL®?

An Aqua Cell is a specially designed fluid capture and retention system.

- Uses surface tension to capture and retain fluid
- Prevents fluid leaking out through the film over-wrap
- Cells hold fluid even when the tray is upside down
- By capturing fluid at the point of contact, Aqua Cells prevent the fluid from pooling in the tray, resulting in better presentation on the shelf.

## SAFE FOR FOOD CONTACT

All Castaway® Aqua Cell® trays are made with a thin outer layer of virgin PET that is certified safe for food contact, meeting government regulations. Each tray is manufactured in Australia, in HACCP certified facilities to ensure high quality for your fresh products.



# THE FILM.

Our range of cling film solutions will ensure superior shelf presentation and protection of your meat products. The shelf-life of your product is extended with an innovative PVC film structure which controls oxygen transmission and retains colour.



Superior cling, stretch and clarity



Suitable for chilled or frozen products



Reduces spoilage and wastage



Manual or automatic wrapping



Food-grade PVC, Phthalate and BPA-free



Australian made in HACCP certified facilities



13  
micron



15  
micron



16.5  
micron



16.5  
micron

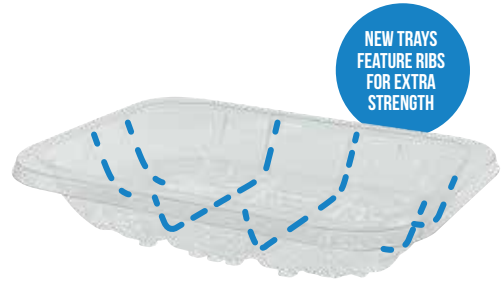



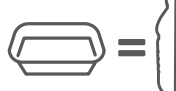

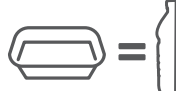

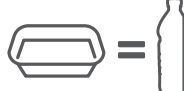






15  
micron

| PRODUCT CODE                    | SIZE           | DESCRIPTION                                  | THICKNESS   | PURPOSE                 | TYPE  | CARTON QTY |
|---------------------------------|----------------|--|-------------|-------------------------|-------|------------|
| <b>DHW1300X40 (1000151)</b>     | 1300 m x 40 cm | Manual Wrapping                              | 13 Micron   | All Purpose             | Blown | 1 roll     |
| <b>DHW1300X45 (1000152)</b>     | 1300 m x 45 cm | Manual Wrapping                              | 13 Micron   | All Purpose             | Blown | 1 roll     |
| <b>RBW1300X45 (1000206)</b>     | 1300 m x 45 cm | Manual Wrapping                              | 15 Micron   | Produce                 | Blown | 1 roll     |
| <b>RBW1300X50 (1000207)</b>     | 1300 m x 50 cm | Manual Wrapping                              | 15 Micron   | Produce                 | Blown | 1 roll     |
| <b>RBW1300X45 (1000206)</b>     | 1300 m x 40 cm | To suit wedderburn (digi) auto-wrap machines | 16.5 Micron | Meat, Seafood & Poultry | Blown | 1 roll     |
| <b>RBW1300X50 (1000207)</b>     | 1300 m x 40 cm | To suit wedderburn (digi) auto-wrap machines | 16.5 Micron | Meat, Seafood & Poultry | Blown | 1 roll     |
| <b>1000397</b>                  | 800 m x 50 cm  | To suit wedderburn (digi) auto-wrap machines | 16.5 Micron | Meat, Seafood & Poultry | Blown | 1 roll     |
| <b>ISH800X40 (1000563)</b>      | 800 m x 40 cm  | To suit ishida auto-wrap machines            | 16.5 Micron | Meat, Seafood & Poultry | Blown | 1 roll     |
| <b>ISH800X45 (1000564)</b>      | 800 m x 45 cm  | To suit ishida auto-wrap machines            | 16.5 Micron | Meat, Seafood & Poultry | Blown | 1 roll     |
| <b>ISH800X50 (1000548)</b>      | 800 m x 50 cm  | To suit ishida auto-wrap machines            | 16.5 Micron | Meat, Seafood & Poultry | Blown | 1 roll     |
| <b>WED1300X40-ULT (1000132)</b> | 1300 m x 40 cm | Manual Wrapping                              | 15 Micron   | Meat, Seafood & Poultry | Cast  | 1 roll     |

# THE RANGE.

PLACE YOUR ORDER TODAY!



|  |   |
|--|---|
| <p><b>TRAY 75</b></p>  <p>175 x 130 x 35 mm</p> <p>CELLS HOLD 25 ML OF FLUID</p>       | <p><b>TRAY 85</b></p>  <p>200 x 125 x 35 mm</p> <p>CELLS HOLD 29 ML OF FLUID</p>         |
| <p><b>TRAY 87</b></p>  <p>200 x 175 x 35 mm</p> <p>CELLS HOLD 46 ML OF FLUID</p>      | <p><b>TRAY 115</b></p>  <p>280 x 135 x 35 mm</p> <p>CELLS HOLD 39 ML OF FLUID</p>       |
| <p><b>TRAY 119</b></p>  <p>270 x 220 x 35 mm</p> <p>CELLS HOLD 75 ML OF FLUID</p>  | <p><b>TRAY 1411</b></p>  <p>360 x 280 x 35 mm</p> <p>CELLS HOLD 129 ML OF FLUID</p>  |

| PRODUCT CODE     | DESCRIPTION  | SIZE              | FLUID RETENTION | CARTON QTY |
|------------------|--|-------------------|-----------------|------------|
| <b>CA-AC75</b>   | Tray 75, Clear, rPET produce tray, Australian made   | 175 x 130 x 35 mm | 25ml            | 600        |
| <b>CA-AC85</b>   | Tray 85, Clear, rPET produce tray, Australian made   | 200 x 125 x 35 mm | 29ml            | 560        |
| <b>CA-AC87</b>   | Tray 87, Clear, rPET produce tray, Australian made   | 200 x 175 x 35 mm | 46ml            | 380        |
| <b>CA-AC115</b>  | Tray 115, Clear, rPET produce tray, Australian made  | 280 x 135 x 35 mm | 39ml            | 300        |
| <b>CA-AC119</b>  | Tray 119, Clear, rPET produce tray, Australian made  | 270 x 220 x 35 mm | 75ml            | 110 / 300  |
| <b>CA-AC1411</b> | Tray 1411, Clear, rPET produce tray, Australian made | 360 x 280 x 35 mm | 129ml           | 130        |

# APCO TARGETS.

We continue to work with suppliers, customers and the public to achieve key targets:

- Design our packaging to be fully reusable, recyclable or compostable
- Use 30% of recycled content in our plastic packaging
- Eliminate problematic/unnecessary packaging





*Castaway® products are available through  
foodservice packaging distributors and directly from [castaway.com.au](http://castaway.com.au)*

Please contact us for further information:

P: (07) 3853 5800

E: [enquiries@mpmmarketing.com.au](mailto:enquiries@mpmmarketing.com.au)

To view the full range of Castaway® products, visit our website:

*[castaway.com.au](http://castaway.com.au)*