

Unleash the Power of Your Produce Packaging

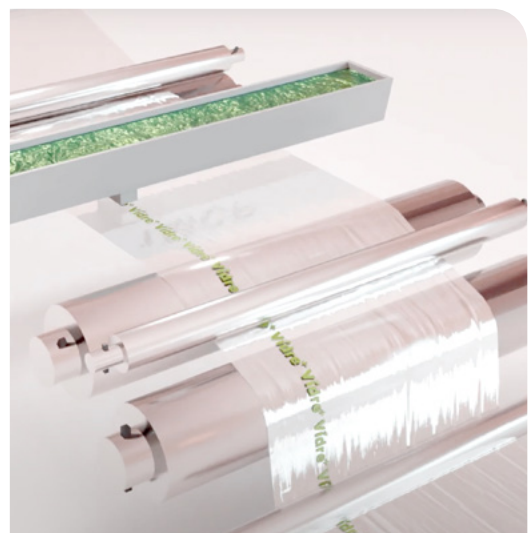
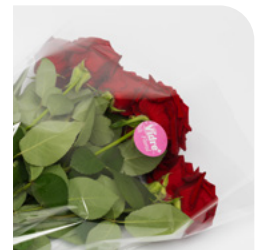
Active packaging powered by Vidre⁺

Transform your packaging products from commodity to specialty packaging and unlock a whole new market opportunity for your business. Vidre+ complex seamlessly applies to all packaging base materials and easily integrates into existing production processes to create smart, active packaging with an enhanced freshness function.

Convert your packaging to smart packaging

With Vidre+ every type of packaging can easily have an enhanced freshness function:

- Vidre+ complex is released gradually inside the packaging without leaving any residue
- Requires no additional infrastructure with choice of sticker or direct-to-packaging application
- Works with all traditional and eco-friendly formats, including bio-degradable, compostable and recyclable packaging
- Creates an added value packaging product for increased profitability
- Improves operational efficiency
- Every stakeholder in the food chain benefits
- Global food waste is reduced



Proven performance

Offer your customers the ability to enhance their product offerings, reduce markdowns and increase profits with packaging that performs.



Untreated

Vidre+



Untreated

Vidre+



Easily innovate your business

Enhance product value

Reduce waste

Drive profitability

Commodity into specialty:

Upgrade your packaging to functional, high-margin active solutions, transforming it from commodity to specialty with unique market value.

Little to no CapEx investment:

Seamlessly integrate Vidre+ into storage and logistics, enhancing produce quality for your customers.

Huge barrier of entry:

Globally scalable and patent-protected, Vidre+ integrates with any surface in one day – an unmatched advantage in the industry.

IT'S YOUR
PACKAGING +

To learn more about Vidre+ packaging options, including custom solutions, visit vidreplus.com.

FreshInset

Beyond Freshness... Fresh Inset.

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Vidre+TM

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