

LINED. SEALED. DELIVERED. BAKERY'S FUTURE IS TRAY SEAL.

The first bite of a croissant or donut is soft, warm and indulgent — exactly as it should be.

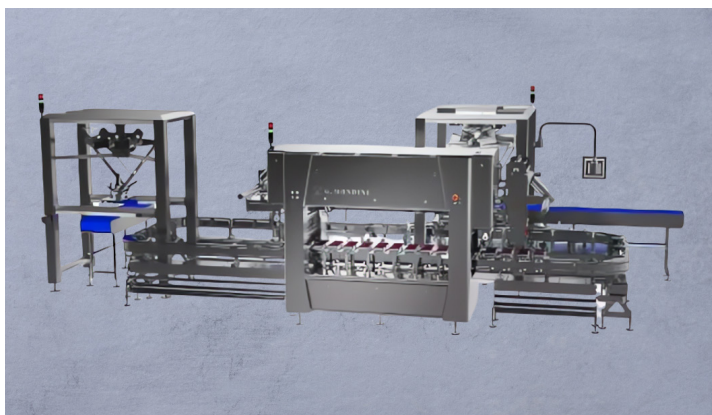
But behind the freshness is a process that's anything but efficient. Most bakery items are baked, packed, frozen, shipped and stocked — all within 24 hours.

Consumers don't notice. Producers must.

A Fresh Bite, A Flawed Process

Traditional systems depend on conventional plastic packaging like clamshells, which can be bulky, fragile and manually intensive. Lids misalign, labels shift and every extra touchpoint increases the risk of waste. When packaging fails, shelf life shortens, product quality drops and margins shrink.

So, where can bakers turn to for a trusted alternative?
Harpak-ULMA.



Tray Seal Bakery Packaging

Tray sealing offers a more streamlined solution. It utilizes a single-tray base and a thin top film that's sealed via heat or modified atmosphere packaging (MAP). The result is a 20%-50% (on avg.) cut in plastic use, fewer materials and a lower cost per unit.

Clamshells = **\$0.18** per unit

Tray + film = **\$0.11** per unit

Savings per 2-million-unit run: **\$140,000** per year

Material savings is only the start. With MAP, baked goods remain fresh without spiral freezing, which eliminates the need for freezing infrastructure, reefer trucks or cold-chain maintenance.

Bakers can save between \$215,000 and \$550,000 (on avg.) by removing a process or product they might not even need.

Tray Seal vs. Flow Wrap Packaging

Flow wrap typically involves multiple stations: tray loading, wrapping, sealing and labeling. Tray seal condenses this into one efficient system, resulting in cost savings:

- Up to 30% less material
- \$0.03 per unit (avg.)
- \$83,000 (avg.) per year, per line in labor
- \$40,000-\$75,000 per year, per line in reduced downtime
- Up to 70% shrink reduction with better MAP integration

The Shelf-Life Advantage


Tray seal adds standout shelf life that's not just a number but also a lever for profitability. For high-turn items such as pastries or filled goods, it's a game changer. A bakery item with a three-day shelf life sees about 10% shrink. MAP and tray seals extend that to four days and sell-through rises to 99%. One extra day can cut shrinkage by up to 90%.

The Sustainability Win

Tray seal packaging also delivers on sustainability. Recyclable materials such as pressboard and fiber trays reduce packaging waste by up to 50%, allowing for a low-profile format with tighter pallet stacking and reduced truck shipments.

That means bakers can skip one weekly truckload and save 23.5 metric tons of CO₂ annually. Combine that with the energy saved by eliminating spiral freezing, and integrating tray seal is the equivalent of removing between 30 and 40 (on avg.) gas-powered cars from the road each year.

Make the switch
to tray seal bakery
packaging with
Harpak-ULMA.

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