

Making our world more productive



# MAP – Benefits





Packaging solution for fresh herbs

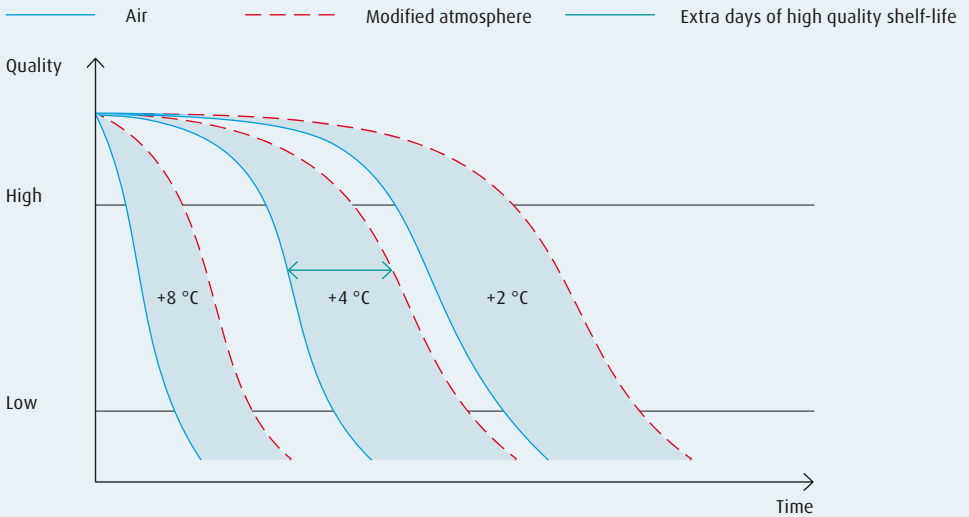
## A short story about long-term profits

The success story begins when a consumer decides to buy. Which foodstuffs do they buy and which ones do they refuse? And why? Tailored modified atmosphere packaging (MAP) solutions are based on consumer statistics and intensive market research geared towards actively preempting consumer preferences and buying patterns. By packaging the foodstuff in a modified atmosphere, it is possible to maintain high quality and extend shelf-life by days or even weeks. Products that previously could not be stored fresh throughout the distribution chain can now be offered in shops without sacrificing quality. There are compelling economic advantages for food suppliers using MAP. This technology opens up new markets and simplifies distribution logistics for the successful promotion of sales and profits.

## Extending the product range

Using modified atmospheres to extend shelf-life gives food suppliers the opportunity to widen their reach and range by bringing new products to market. They can increase revenue by offering more products in the shops, e.g. fresh pizza or ready-made salads.

## High-quality shelf-life is extended when microbial deterioration is inhibited



## Increasing productivity, rationalising distribution

MAP simplifies all distribution logistics because goods can be delivered less frequently and across longer distances. This enhances planning flexibility and rationalises the workflow from delivery of a raw material to transport of goods to shops or distribution centres. Due to prolonged shelf-life, food manufacturers are able to supply new markets with their goods and greatly extend their geographical sales region. This is another important advantage when operating in a global market which is increasingly dominated by large-

scale companies. In some sectors, there are strong fluctuations in the availability of raw materials. For example, seasonal bottlenecks have to be bridged or peaks balanced. Food suppliers are challenged to ensure a steady stream of fresh produce at all times. A predictable supply also allows them to plan production more efficiently and ensure steady utilisation of human and production resources. All these factors increase the productivity and the efficiency of any company.



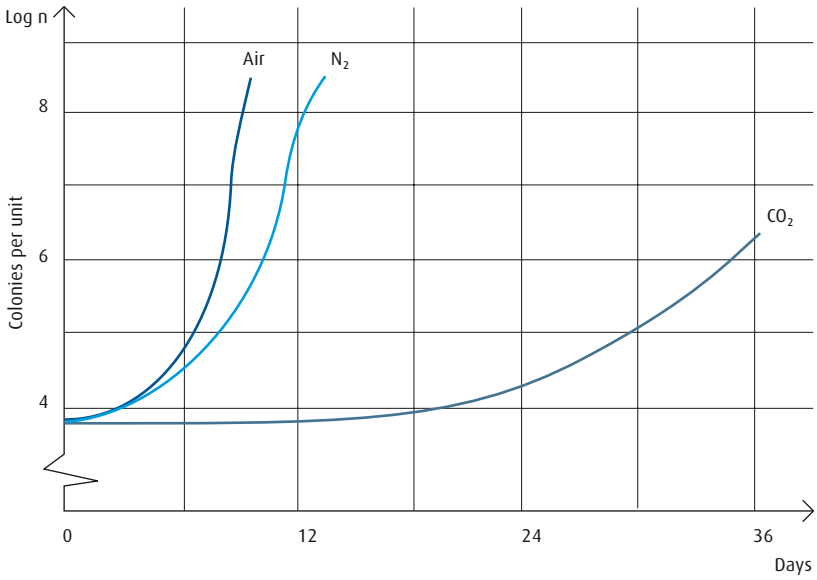
### Higher availability, greater market share

By using MAP, days if not weeks of high-quality shelf-life are gained during which fresh produce remains available to consumers. Sales figures soar with every additional day. As many big-name companies have proven, MAP results in successful product sales and raises market share. The bigger the market share, the more consumers react positively to the product. In addition to this, doing away with preservatives increases the sales volume and has a positive effect on the company's image.

### Reduced spoilage and returns

Fresh food that is not sold in time is returned. This is a large-scale problem that seriously affects productivity. MAP makes it possible for products to maintain a safe level of quality. The results are reduced spoilage and fewer returns.

## Bacterial growth on pork in different atmospheres at +4°C



Benefits of packaging with (left) and without (right) MAP



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