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**Profol Breathable Vacuum Packaging Film Ensures Fresh Food Vibrancy**

**(January 14, 2022 – CEDAR RAPIDS, IOWA)** Profol Americas, a global leader in the manufacture of cast polypropylene and polyethylene films, has introduced a breathable vacuum packaging film solution, CPVac™.

CPVac™ is a polypropylene-based coextruded film which is designed to maintain a quality appearance of fresh red meat and produce. Because consumers are known to select meat based on its rich red color, brand owners will be pleased with this film that is designed with the right oxygen transmission rate, ensuring fresh meat retains its color for shelf presentation. For fresh vegetables, CPVac™ allows the color of the produce to remain vibrant as well as extend shelf life during the ripening respiration process.

Other key features of Profol's CPVac™ film include very low haze, customized films, recycle-ready solutions and options of either lock seal or peel seal compositions.

According to Mark VanSumeren, Director of New Business Development, "Color sells. Consumers are gauging their fresh meat and produce selections based on appearance, so it's critical to utilize breathable, low haze film that highlights, not hides, the food product inside. And that's what CPVac™ delivers."

Profol will be displaying CPVac™ along with other food-grade films at the IPPE Expo, booth C12603, in Atlanta. The Expo takes place January 25-27, 2022.

**About Profol:**

Profol is a global leader in cast polypropylene (CPP) film and sheet. Since the company's beginning in 1980, Profol has expanded to become one of the world's leading manufacturers of polypropylene cast films used in an ever-increasing list of commercial products – from flexible packaging to motor vehicles and household furniture. With locations in Europe, the Americas and Asia, Profol operates some of the most advanced cast extrusion facilities in the world. They have more than 500 employees who produce over 100,000 metric tons of plastic film and sheet products each year. Learn more at [profol.com/applications/packaging](http://profol.com/applications/packaging).

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