

specialists in flexible packaging



## KM Packaging Brings Extra Klarity To Lidding Films



Leading European packaging specialist [KM Packaging Services Ltd](#) has launched an enhanced range of highly innovative, optically-superior lidding films for aluminium foil trays, under the **Klarity+** brand.

Building on the success of the company's original range of Klarity films, **Klarity+** brings world-leading antifog performance on peelable lidding films for foil trays, with no compromise on sealing performance and integrity. The original KM Klarity range offered a game-changing superior antifog performance, even through the temperature variations that can occur during distribution and retail. The new **Klarity+** film is even more resistant to changes

in tray temperature during storage, distribution and retail than other films on the market.

**KM Klarity+** is available in both 42 and 62 microns, with standard or high barrier for extended shelf life – printed and laser perforation options can also be specified. This exceptional upgrade provides the food industry with excellent optics and clarity, enabling the consumer to identify and select prepared food quickly and easily. Suitable for snacks, fresh fruit, vegetables, meats and poultry, **Klarity+** overcomes consumer frustration related to condensation obscuring the product which can occur with inferior films.

KM Commercial Director, Graham Holding, explained: “KM Klarity has proven itself as a reliable, high quality film that improves the presentation of all kinds of prepared foods from ready meals to fresh fruit. Now, we expect **Klarity+** to take over as our flagship antifog product for foil trays, with all of the benefits of our core range but even better technical performance.

“Today’s consumers don’t have the time to sift through stacks of fogged-up trays to find one where they can see the product, and it’s up to retailers – and thus food manufacturers – to provide premium packaging solutions that not only display the contents to their best advantage, but also perform technically across the board. Especially when specified in conjunction with some of our other class-leading lidding solutions, **Klarity+** really is going to be the ‘one to watch’ in the food packaging markets.”

Leading the market in application knowledge and technical expertise, KM also includes barrier shrink films, superior ovenable and re-sealable film lidding – amongst other products - within its extensive ranges. The company is constantly investing in new technologies and flexible packaging solutions, and its experience and commitment to rapid turnaround mean that it can meet demand for both high volume orders and also fast delivery on short-run seasonal products. For more information about KM Packaging and its vast range of flexible and reliable packaging solutions, please visit the website [www.kmpackaging.com](http://www.kmpackaging.com) or call + 44 (0)1832 274944.