



**WE**

**know pet food packaging**



**WADDINGTON®  
EUROPE**  
A NOVOLEX BRAND





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# Welcome to Waddington® Europe – Your Partner in Pet Food Packaging Solutions

At Waddington® Europe, a Novolex® brand, we understand that our furry friends deserve the best. That's why we offer an extensive range of packaging solutions specifically designed for the Pet Food category. With a proven track record of successful partnerships with multiple retort partners among others, we ensure your pet food products are packaged with care and quality.

# Barrier Trays for Longlife Dog and Cat Food

## Prolong Freshness with EVOH Technology

Discover the secret to prolonging the freshness of our pet's favourite meals with Ethylene Vinyl Alcohol (EVOH). This advanced material is a game-changer in pet food packaging, offering superior protection against oxygen penetration, which is crucial for keeping perishable foods fresh.



## Why EVOH?

EVOH's enhanced oxygen barrier properties ensure that pet food remains looking and smelling fresh, preventing premature spoilage. This means our furry friends can enjoy their meals just as intended, with all the flavours and nutrients intact.

## How It Works

The integration of EVOH into our packaging involves a sophisticated "sandwiching" technique. EVOH is strategically placed between the inner and outer plastic walls of our food trays, held together by a thin layer of adhesive. This creates a formidable multilayer barrier, ensuring optimal protection against oxygen intrusion. It's perfect for ambient on-shelf packaging and long shelf life, keeping pet food fresh for longer.



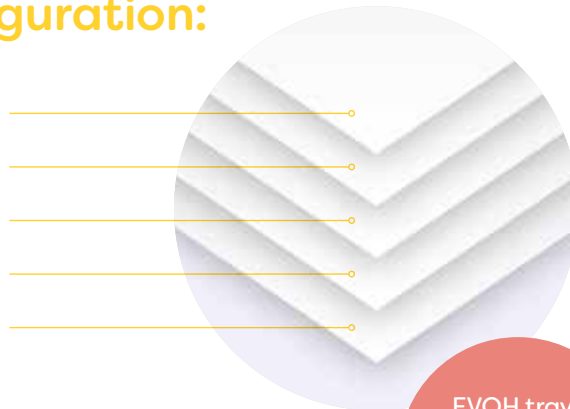
Pictured right (on opposite page) - 400g EVOH trays





## EVOH Layer Configuration:

1. PP (outer wall)
2. Adhesive resin (polyamide)
3. EVOH (barrier)
4. Adhesive resin (polyamide)
5. PP (inner wall)



EVOH trays can be used with either foil or lidding film

## Optimised for Pet Food

EVOH enhances the efficiency of the retort cooking process, a high-temperature method conducted in a pressurised vessel. The tray material, primarily composed of polypropylene (PP), is capable of withstanding the elevated temperatures of the cooking process while maintaining its shape and structural integrity. However, a structure made solely of PP would permit oxygen transmission through its walls, thereby reducing the product's shelf life at ambient temperatures. Consequently, an oxygen barrier is essential.

## Barrier Material Specifications:

Our chosen barrier material is a PP laminate, with less than a 5% addition of the EVOH layer (although we can accommodate up to 7%). This intentional design choice not only preserves freshness but also aligns with sustainability goals. The packaging with its barrier content below 5% can be recycled in line with OPRL guidelines for kerbside collection, to be made into something else.

Our trays are made to standard industry sizes, although we can also offer bespoke options.



An EVOH tray structure can significantly extend the shelf life of the food, even without refrigeration, for up to 18 months.

Pictured left - 150g EVOH tray

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# rPet for your pet products

## rPET MAP Trays for Frozen Dog and Cat Food

Our recycled polyethylene (rPET) heat-sealable modified atmosphere packaging (MAP) trays are perfect for frozen pet food manufacturers, with a wide range of industry-standard sizes, colours, and depths. Whether you need high clarity to showcase the quality of your pet food or a premium appearance to enhance your brand on the shelf, we have the solution.

## Suitable for Standard Packing Lines

We produce standard sizes (D2's and D13's) to fit most sealing heads, and we can also create bespoke sizes to meet your specific needs. Our trays are made for high-speed de-nesting and are sealed with conventional lidding film to optimise shelf life.

Our trays are lightweighted to use less plastic while maximising strength and protection. Manufactured to BRC A-grade standards and incorporating up to 100% recycled content, our meat trays are **UK plastic packaging tax compliant**.





“Our trays can be easily and fully recycled by pet owners back into food-grade rPET through plastic kerbside collection”

Ideal for frozen raw dog food, our trays can also withstand freezing temperatures down to  $-18^{\circ}\text{C}$ . They enhance the pet owner experience by keeping meat juices contained within the tray while defrosting in the fridge.

Supporting true circularity, our trays can be easily and fully recycled by pet owners back into food-grade rPET through kerbside collection. This keeps valuable resources in the food-grade waste stream, unlike other forms of plastic packaging that require consumers to make a concerted effort to recycle.

Additionally, we can emboss our trays with recycling instructions or braille, making them accessible and user-friendly for all pet owners.

Pictured left and above standard D range MAP rPET trays

# Pet Treats Packaging

## Perfect for Dogs, Cats, and Rabbits

Our rPET packaging solutions are designed with our furry friends in mind. Whether you're looking for single or multi-cavity pots, tubs or trays, hingebacks or heat sealed, our packaging is ideal for year-round, seasonal gifting or variety packs. Available in a wide range of standard sizes, colours, and depths, or bespoke options tailored to your needs.



## Showcase Your Brand

From high clarity to premium appearance, our packaging solutions are crafted to optimise your brand on the shelf. Choose from film lidding or hingeback options to best suit your product.



## Engaging and Fun Designs

Thermoformed rPET is highly flexible, allowing us to create fun shapes that delight and engage pet owners. We know they love packaging that reflects their furbabies! We can even emboss charming shapes such as pawprints or recycling information into the packaging.

## Practical and Protective

Our packaging is easy to stack on shelves, showcasing the product inside while protecting it. It increases shelf life, reduces food waste, and is safe, hygienic, and shatterproof.

## Sustainable Solution

**All our treats packaging is available in up to 100% rPET, is fully recyclable and UK Plastic Packaging Tax Compliant**



Pictured right (on opposite page) - hingeback and multi-cavity treat packs



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# Perfect Christmas Gift for Pets

Make this Christmas extra special for furry friends with our delightful Advent Calendar, designed with cavities specifically shaped for dog, cat, or rabbit treats.

This lightweight, multi-cavity packaging fits securely inside a sturdy cardboard outer, ensuring your brand stands out while providing secure protection for the treats inside. Whether it's wet or dry treats, or even pet-friendly chocolate, our packaging keeps everything safe and fresh.

Made from up to 100% rPET, our Advent Calendar is fully recyclable. It's the ideal choice for pet food manufacturers looking to offer a festive and sustainable gifting option.



  
Available in  
up to 100%  
rPET



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# Why choose Thermoformed Packaging?

## Reduce Food Waste and Extend Shelf Life

Thermoformed rigid plastic packaging can help significantly reduce food waste. Its shatter resistant design ensures that the packaging remains intact during transit, protecting the contents from contamination and spoilage. This durability is essential for maintaining the quality of pet food, preventing exposure to air, moisture, and bacteria, thereby preserving freshness and keeping pet food in optimal condition for longer. The transparency of the packaging allows pet owners to easily inspect the contents, ensuring they receive the quality they expect for their beloved pets.

## Safe, Hygienic, and Versatile

Thermoformed plastic is both chemical and heat resistant, making it a safe and hygienic option for pet food packaging. Its adaptability and malleability allow it to be moulded into fun shapes and sizes, enhancing its versatility. Features such as ease of use, resealability, and excellent shelf display capabilities further elevate its appeal, making it a resilient and practical choice for pet food packaging.



## Lightweight and Sustainable

One of the standout features of thermoformed plastic packaging is its lightweight nature. This makes it easier and more cost-effective to transport helping to reduce carbon dioxide emissions.

Concept design showcases the possibilities of thermoforming

## Ease of Recycling

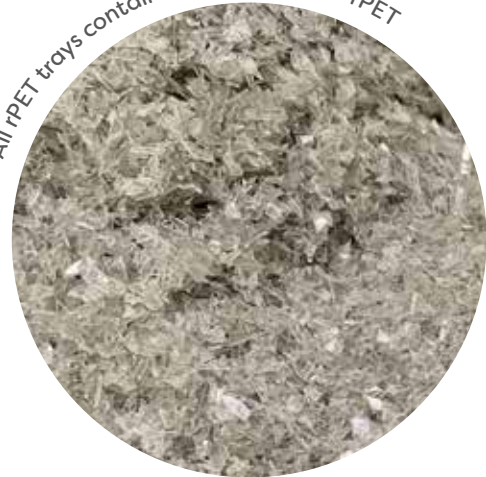
The recycling infrastructure for thermoformed rigid recycled polyethylene terephthalate (rPET) and polypropylene (PP) plastics is well-established across Europe. This robust system makes the recycling process both accessible and convenient for consumers. These materials, in their rigid form, can be easily placed in household recycling bins for kerbside collection, ensuring efficient collection and processing.

Rigid rPET can be recycled back into food-grade rPET, using up to 100% recycled post-consumer waste (PCW). This supports the production of new, lower carbon food packaging. PP, on the other hand, can be transformed into a variety of new products, such as garden furniture or decking.



Fast turnaround at both high and low volumes

All rPET trays contain a minimum 30% rPET



This process aids in the establishment of a circular economy, where materials are continuously repurposed and reused. It keeps valuable resources within the plastic waste stream and prevents them from entering the natural environment.

Compared to alternative plastic packaging materials, such as soft plastics, which require additional recycling steps and need to be taken to specific recycling points like supermarkets, thermoformed rigid plastic packaging is more convenient. This convenience promotes greater adoption among consumers.

In conclusion, our approach not only supports environmental sustainability but also encourages the adoption of sustainable practices due to its convenience.

# Premier Packaging Specialist

Waddington® Europe is a premier European food packaging specialist, serving a variety of sectors including food, pet food, medical and more. With manufacturing facilities in Milton Keynes and Bridgwater in the UK, and Arklow, Co. Wicklow, in Ireland, we provide a premium range of rigid plastic products designed for clarity, shelf presence, ease of use, and circularity.



## Complete Control with Vertical Integration

As a vertically integrated company, we extrude our own sheet material and have our own tool room, ensuring complete control over the entire manufacturing process. This means we can offer you a seamless end-to-end packaging supply service, from design and tooling manufacture to extrusion and thermoforming for both standard and custom products.



47  
thermoforming  
machines



3  
production  
sites

7  
extruders

## Sustainability for Our Pets' Future

Environmental sustainability is at the heart of everything we do. We strive to minimise our impact on the environment through our products and manufacturing processes because keeping our environment safe and clean is crucial for our beloved pets too.

### Innovative and Sustainable Solutions

Our dedicated teams focus on innovative and sustainable solutions, supporting your environmental goals with high-recycled content and lower carbon footprint offerings. We prioritise recyclability in our designs, using post-consumer waste (PCW) and minimising material use. Our long-term supply chain partnerships ensure a steady volume of raw materials with recyclers in the UK and Ireland.

### Commitment to Environmental Responsibility

Environmental responsibility is central to our decisions, as evidenced by our Zero Waste to Landfill certification across all sites. Our knowledgeable team is here to help you navigate packaging legislation, ensuring compliance and sustainability.

Through exceptional service and sustainable innovation, we aim to positively impact our customers, communities, and the environment, making the world a better place for our pets and their families.



We are members of:



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