

Cirkla launches fibre MAP trays to reduce plastic waste

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Cirkla, a global leader in sustainable packaging, has announced the launch of its groundbreaking moulded fibre Modified Atmosphere Packaging (MAP) trays. As the first and only company globally to offer this innovation, Cirkla's proprietary technology provides a high-performance, sustainable alternative to traditional plastic MAP trays, reducing plastic content by ~85 per cent and setting a new benchmark for sustainable meat packaging.

MAP trays, widely used for preserving freshness and extending the shelf life of meat and frozen foods, have historically relied on plastics such as PET and PP. With the global plastic waste crisis worsening, Cirkla's fibre MAP trays are poised to transform the industry. Made from renewable plant fibres like sugarcane bagasse, these trays feature a unique and patent pending easy-peel liner that ensures recyclability in paper streams, further enhancing their sustainability credentials.

"With the launch of our fibre MAP trays, we are redefining the possibilities of sustainable packaging," said Glenn Divers, Vice President, of Sales at Cirkla. "Our technology ensures that brands can transition seamlessly from plastic to fibre, addressing the challenges of performance, cost, and scalability."