

Cirkla, Belmark and Ossid Launch Resealable Lidding Solution for Fibre Trays

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Cirkla, Belmark inc, and Ossid announced the launch of a groundbreaking integrated packaging solution that brings resealable lidding film to fiber trays for the first time - a combination the packaging industry has never seen at commercial scale. Pairing Cirkla's high-performance fiber trays with Belmark's resealable lidding film and Ossid's automated sealing technology, the solution works across fresh protein, produce, ready meals, and other food applications and will make its public debut at The Global Produce and Floral Show (October 14–16, 2026) and Pack Expo (October 18–21, 2026).

Cirkla has already solved the industry's core challenge - high-performance fiber packaging that is sustainable, scalable, and cost-competitive with plastic. But resealable lidding film on a fiber tray has never been done before. The peel/reseal functionality that consumers expect has been exclusively the domain of rigid plastic, not because it was the right answer, but because no one had cracked the technical challenge of bonding a resealable film to a fiber substrate without compromising the tray's liner. This collaboration solves that.

Cirkla enters this collaboration on the back of significant commercial momentum. Its fiber trays meet or beat plastic on shelf life, barrier properties, and durability, reducing plastic waste by up to 90 per cent - all while coming in at a cost that makes the switch a straightforward business decision, not a compromise. Proven in real production environments with some of the largest retailers and protein processors in the U.S., and with its first U.S. manufacturing facility set to commence operations in Gainesville, Georgia in Q1 2027, Cirkla brings to this partnership a commercially validated, supply chain-ready foundation. Their trays are plug-and-play, tested and validated on all major tray sealers in the U.S. market, including Ossid - with no capital investment or line changes required.

"Resealable fiber packaging has been one of the industry's most sought-after innovations and it took the right partners to make it real. I believe this will be the inflection point for fiber packaging adoption across the industry. When you convert a single-use tray into a resealable, multi-use package without compromising performance, cost or asking brands to change

their lines - you remove every reason not to switch," said Glenn Divers, Vice President of Sales, Cirkla.