

kp Zapora™

Liquid retention technology for trays



Introducing our innovative padless tray technology, cleverly designed to remove the need for absorbent pads for fresh cuts of protein. The features in the base of the tray capture and retain liquid. It's more sustainable because it's easy to rinse and recycle without any mess.



Packer / Processor Benefits

- Eliminates absorbent pads
- Available in a wide range of kp trays
- Market leading combination of liquid retention and pack strength
- Reduces downtime and increases line efficiency

Retailer Benefits

- Crystal clear presentation for shelf appeal
- Made using up to 100% post-consumer recycled PET
- Improves customer experience
- Easy to rinse and recycle after use

Sustainability Benefits

- Next generation sustainable protein tray, improving recycling rates*
- Can include kp Tray2Tray® content
- kp Tray2Tray® content contributes towards a closed loop
- Easy to rinse, recycle and repeat!*

*Easily sorted and recycled where the right infrastructure is in place



Zapora™



Innovative design

Our world class, in-house facilities combined with our team of packaging and sustainability experts have developed this meticulously engineered design to maximise liquid retention as our next generation sustainable tray.



Combine with other technologies

For the highest specification in recyclable protein trays, you can combine our Zapora™ technology with our other market leading technologies.



Product development

We've resolved the need for an additional absorbent pad which consumers typically don't like to touch and hinders recycling. Our new design is built into the tray base, which is non-touch and easy to rinse which works towards improving recycling at home.



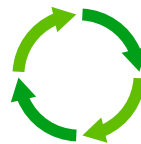
Sustainable solution

Just rinse, recycle and repeat! An easy simple step for the consumer to drive at-home recycling and help contribute to closing the loop on plastic packaging.



Outperforms the competition

Based on competitive benchmarking our Zapora™ technology combines the highest liquid retention with superior pack strength.



Include kp Tray²Tray[®]

The kp Tray²Tray[®] initiative recovers used food packaging and turns it back into more of the same. kp is working with the entire value chain to generate and drive continued demand and ensure a constant supply of post-consumer recycled plastics for trays.

Corporate Information

-  Food Packaging
-  14 countries worldwide
-  21 manufacturing sites
-  Producing plastics in rigid films, rigid trays and flexible films

Contact Details

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