



**SEAFOOD PACKAGING SYSTEM**

It is now time for **CoolSeal** packaging to join in the revolution. The **CoolSeal** system saves money, saves time, saves storage, saves transport costs and saves the environment. **CoolSeal** is lightweight, impervious to water, carries high quality multi-colour printing and 100% recyclable.

**CoolSeal leads the expansion in flying fish from Iceland**  
*"In 2004 we flew about a 1000 tonnes of fresh fillets to Humberside and this year we will do about 3000-4000 tonnes."*  
*Robert Tomasson, director of sales and marketing, ICELANDAIR*

Average fillet temperature in polystyrene, CoolSeal and fibre board boxes held in a variable ambient temperature for 66 hours (top icing of fillets)

*"Where fish is distributed in a controlled distribution chain, it would be beneficial to use boxes with less insulation, to allow chill temperatures to influence product temperatures."*  
**The Sea Fish Industry Authority (December 2002)**

