

PRESS RELEASE

Australian high-end brand moves to Schur[®]Star Box Bag

Schur[®]Star Box Bag ensures attention to the product

The supermarket shelves are overflowing with products seeking the consumer's attention. This is why the greatest possible exposure was the objective when one of Australia's prime providers of seafood selected the pack for its exclusive Ocean Blue Trout Portions.

The result is an eye-catching design signaling freshness and superior quality – and with appeal to health-conscious consumers. A growing number of frozen products are sold from the supermarkets' upright freezers, making the Schur[®]Star Box Bag the obvious choice. Due to its box-shaped bottom, the construction stands stable on the shelf, and its five surfaces give plenty of room for communication of the product profile, for product information and recipes. With efficient promotion at the POS, the optimal impact is ensured in the crucial moment of the buying decision.



Brand loyalty takes superior product quality

A first-time purchase is of no greater value, if not followed up by re-purchase – but this takes superior quality throughout the entire lifetime of the product. The packaging must thus ensure that taste and quality remain unchanged from the day the product was processed and packed.

The Schur[®]Star Box Bag is made of a laminate combination that preserves the valuable nutrient contents of the trout and protects the product efficiently against any impact from outside – like oxygen, water, flavors, or puncture. The Schur[®]Star Lock zipper maintains the product quality unchanged till the very last bite, also after the seal has been broken. Last, but not least the convenient storage contributes effectively to reducing food waste.



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Among Australia's leading brands

Products of superior quality, excellent taste and eye-catching packaging designs give Ocean Blue its position among Australia's leading seafood brands. The brand covers a line of attractive products and manages year by year to hold on to its superior position - having continuously focus on the elements that contribute to re-purchase and thus build brand loyalty.

The Schur®Star Concept: Maximum flexibility, reduced complexity

The key elements of the Schur®Star Concept are maximum flexibility and reduced complexity. With the Schur®Star Packaging Machine and the pre-made Schur®Star Bags, which are linked together on a unique string, a smooth packing process is ensured. The Schur®Star bags are customized to meet product-specific requirements, the packer's requirements in terms of packing process and finally the vital convenience asked for by the consumers. The Schur®Star Packaging Machine allows for a quick and easy exchange between different bag constructions and sizes. A change-over between manual, semi-automatic and fully automatic filling can be carried out just as quickly. The machine can easily be incorporated into an existing production line and likewise be combined with additional process equipment – e.g. for gas flushing – or weighing, labelling and marking equipment.

About Schur

Schur is an international team of 15 companies. We are offering packaging, packaging machines, packaging systems, and knowhow. Schur has a staff of approx. 850 persons employed at factories in Denmark, Sweden, Germany, Australia and the USA. Schur®Star Systems is operating out of Flensburg, Germany, Melbourne, Australia and Carlsbad, USA. We use the knowhow of the entire Schur group to be able to offer the best possible flexible packaging solution to our customers.

Let us introduce you to the Schur®Star Concept

Meet Schur®Star Systems at

Foodtech Packtech 2018, Stand no. 3067, Hall 3

Questions? Please contact us!

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