

G R O C E R Y   I N D U S T R Y

# Product Usage Guide



Keep seafood looking  
as fresh on the outside  
as it is on the inside

ACTIVE PACKAGING from FoodHandler®

# Active. Simple. Smart.

FoodTouch® paper products offer an active, simple, and smart solution that help Seafood Category and Operations Managers to better manage their valuable seafood pre and post sale and throughout the chain of custody. Unlike traditional passive products such as butcher paper, freezer paper, and film, FoodTouch is the active packaging alternative that helps keep seafood fresher longer. Its multi-faceted structure and antimicrobial-protected surface supports seafood department best practices.

FoodTouch products have a history of keeping seafood fresher longer, and works particularly well to preserve it's natural color and texture, while resisting excess odors.

Premier grocers use FoodTouch products to keep their seafood fresher during storage, handling, display, rotation, and through consumer take-home.

The following are guidelines for using FoodTouch products within seafood departmental operations.



## Liner-Cover

Liner-Cover is used for bottom lining and top covering to provide the best possible contact surface for seafood while in storage and during handling. FoodTouch one sided paper for liner and cover fits a variety of trays, pans, containers, and tubs. Active properties extend the freshness of seafood during storage, handling, and while in direct contact with FoodTouch products.

### Products Used for Liner and Cover

FT-12 – white paper, one sided – 12" X 16" sheets

FT-24 – white paper, one sided – 16" X 24" sheets

FTRB-16600 – white roll, one sided – 16" X 600' with cutter box

FTBL-814 – blue/white paper, one sided – 8" X 14.5" sheets

FTRBBL-16600 – blue/white roll, one sided – 16" X 600' with cutter box



# Interleave

Interleave is used between seafood layers to maintain freshness and quality during storage and display. FoodTouch two sided paper for interleave fits a variety of storage containers, trays, and pans. Interleave between stacked seafood maximizes storage, display, and refrigeration capacity.

## Products Used for Interleave

FT-810X2 – white paper, two sided – 8" X 10" sheets

FT-1016X2 – white paper, two sided – 10" X 16" sheets

FTRB-16600X2 – white roll, two sided – 16" X 600' with cutter box

FTBL-58X2 – blue/white paper, two sided – 5" X 8" sheets



# Wrap

Wrap is used to maintain the freshness of seafood being stored or for consumer take-home. FoodTouch one sided paper for wrapping comes in a variety of sizes to fit whole seafood loins, portioned sides, and filets. One sided paper wrap is available in pre-cut sheets or rolls, and is ideal for all types of seafood.

## Products Used for Wrap

FT-12 – white paper, one sided – 12" X 16" sheets

FT-24 – white paper, one sided – 16" X 24" sheets

FTRB-16600 – white roll, one sided – 16" X 600' with cutter box

FTRBBL-16600 – blue/white roll, one sided – 16" X 600' with cutter box



# FoodTouch® Seafood System.

The FoodTouch® Seafood System offers Seafood Category and Operations Managers an end-to-end solution that supports department operational best practices with the following:

- Managerial Oversight
- Chain of Custody
- Reduced Shrink
- Enhanced Conventional Storage and Display
- Improved Space Allocation
- Standardized Processes
- Increased Sanitation

The FoodTouch® Seafood System delivers improved and consistent product care, labor savings, improved space allocation, reduces shrink, and increased sanitation. The system also enhances the consumer experience by improving display and take-home packaging.

The FoodTouch® Seafood System enhances existing procedures by providing the following:

- A quality control utensil that provides a designated known surface that will be in direct contact with seafood during storage, display, and consumer take-home.
- Gives management the assurance that seafood is properly cared for at all times.
- Keeps seafood fresher longer by maintaining color and texture, reducing off-odors, and extending the sales date.
- Labor saving benefits by streamlining common storage and handling procedures. Active properties extend the freshness of seafood during storage, handling, display, and consumer take-home while in direct contact with FoodTouch.
- Interleave between stacked seafood in tubs and on display trays condenses storage space and maximizes case, display, and refrigeration capacity.
- Aids management in standardizing seafood handling, display, and storage protocols across multiple locations by providing a simple to use, flexible utensil.
- Using the protected paper surface as a liner, cover, interleave, and wrap in all storage and handling situations promotes a cleaner environment.



# Ice Display

Use white or blue products for lining ice to provide the best possible contact surface for seafood while displayed. FoodTouch one sided paper for lining ice creates a protective barrier between ice and seafood that prevents damage to flesh and contamination. Active properties extend freshness during display while in direct contact with the paper product. Blue paper color enhances seafood display and improves consumer appeal.

## Products Used for Liner and Cover

FT-12 – white paper, one sided – 12" X 16" sheets

FT-24 – white paper, one sided – 16" X 24" sheets

FTRB-16600 – white roll, one sided – 16" X 600' with cutter box

FTRBBL-16600 – blue/white roll, one sided – 16" X 600' with cutter box

1. Line ice display before adding seafood.



2. Position seafood on paper.



3. Use of the product as an ice liner helps insure optimum care while maximizing appeal.



# Overnight Tub Storage

Liner, Interleave, and Cover is used for bottom lining, interleaving between stacked seafood, and top cover for overnight storage.

Active properties extend freshness during storage while in direct contact with the paper products. Using FoodTouch products increases care by avoiding bruising from ice packing, fish-on-fish stacking, and cross contaminating species, while in storage and until next day case display set-up.

## Products Used for Tub Liner, Interleave, and Top Cover

FT-810X2 – white paper, two sided – 8" X 10" sheets

FT-1016X2 – white paper, two sided – 10" X 16" sheets

1. Line tub with paper layer. Add fish layer. Add layer of two sided interleave. Add second fish layer.



2. Repeat interleaving process until desired quantity is achieved.



3. Finish with top sheet resulting in both sides of seafood being in direct contact with the paper throughout the tub.



4. Use of the product as a liner, interleave and cover helps insure seafood is stored and cared for properly.



# End-to-End Tray Display and Storage

Liner Interleave, and Cover are used for bottom lining and interleaving between stacked seafood for tray display and storage. Active properties extend freshness during display and in storage while in direct contact with the paper product. Blue paper color enhances seafood display and improves consumer appeal. Utilizing the tray system allows for maximum efficiency and care throughout the display and storage process. Limiting the handling of seafood by displaying and storing it on the same tray eliminates excess handling, saves labor, and improves sanitation.

## Products Used for Liner, Cover, and Interleave

FTBL-814 – blue/white paper, one sided – 8" X 14.5" sheets

FTBL-58X2 – blue/white paper, two sided – 5" X 8" sheets



1. Line tray with paper layer. Add fish layer. Add layer of two sided interleave. Add second fish layer.



2. Repeat interleaving process until desired quantity is achieved.



3. Display seafood. Remove interleave sheets as product is sold.



4. Remove tray from display case. Cover top with paper layer.



5. Store in cooler overnight.



6. Remove tray from cooler. Remove cover and place in display case.





# Take-Home Wrap

Wrap is used to maintain the freshness of seafood while in transport and during storage. FoodTouch one sided paper for wrapping provides extra care for your customer's seafood purchase after it leaves the cold chain of the case, while in the shopping cart and checkout line, and during transport and storage. The active paper properties resist off-odors resulting in less smell, and helps to maintain color and texture until consumption. The unique blue color background improves the appearance and appeal of seafood.

Using FoodTouch wrap reinforces and extends your brand by enhancing the customer experience. It instills comfort, and builds confidence that your store took an extra step of care for their purchase. One sided paper wrap used as an inner liner in direct contact with seafood inside take home packaging helps keep seafood fresher from the counter to consumption.

## Products Used for Wrap

FTRBBL-16600 – blue/white roll, one sided – 16" X 600' with cutter box

FT-24 – white paper, one sided – 16" X 24" sheets

FTRB-16600 – white roll, one sided – 16" X 600' with cutter box

1. Roll product fits any size portion.



2. Use as an inner wrap to wrap cut portions for better transportation and storage before bagging and outer wrap.

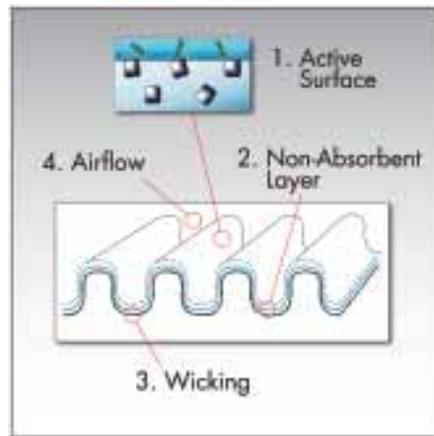


3. Use as post counter customer care to continue the store's chain of custody until consumption, keeping seafood fresher.



# How it Works

FoodTouch products have a multi-faceted structure and antimicrobial-protected surface that keeps food fresher while supporting operational best practices. Our products help retain color, shield texture, and reduce off odors.



## Maintains Freshness

- Active Properties – treated protected paper surface resists odor causing organisms resulting in less smell.
- Delays Oxidation – surface contact curbs against discoloration because it slows the rate of the destructive oxidation process on seafood.
- Oil Barrier – non-absorbent layer holds natural fish oils keeping its natural preservative intact.
- Slime Factor – surface contact reduces the characteristics of filmy slime on the surface keeping seafood visually dryer, firmer and dense.
- Wicks Excess Moisture – paper under layer pulls moisture away from seafood leaving the surface drier.

## Supports Operational Best Practices

- Managerial Oversight – a quality control utensil that provides a designated known surface that will be in direct contact with seafood during storage, display, and consumer take-home.
- Chain of Custody – gives management the assurance that seafood is properly cared for at all times.
- Reduces Shrink – keeps seafood fresher longer by maintaining color and texture, reducing off-odors, and extending the sales date.
- Enhances Conventional Storage and Display – realize labor saving benefits by streamlining common storage and handling procedures without having to change existing operational procedures.
- Improves Space Allocation – interleave between stacked seafood in tubs and on display trays condenses storage space and maximizes case, display, and refrigeration capacity.
- Standardizes Processes – aids management in standardizing seafood handling, display, and storage protocols across multiple locations by providing a simple to use, flexible utensil.
- Increases Sanitation – using the protected paper surface as a liner, cover, interleave, and wrap in all storage and handling situations promotes a cleaner environment.

## Solutions to help you protect your seafood and deliver more.

ITEM #	SIZE		CASE PACK	TOTAL UNITS
FT-24	16" X 24"	FoodTouch® White 1-sided Sheet, Wrap, Liner, Cover	1/500	500
FT-12	12" X 16"	FoodTouch® White 1-sided Sheet, Wrap, Liner, Cover	1/1000	1000
FT-1016X2	10" X 16"	FoodTouch® White 2-sided Sheet, Interleave, Liner, Cover	1/1000	1000
FT-810X2	8" X 10"	FoodTouch® White 2-sided Sheet, Interleave, Liner, Cover	1/2000	2000
FTRB-16600	16" X 600'	FoodTouch® White 1-sided Roll, Wrap, Liner, Cover	1/600'	1
FTRB-16600X2	16" X 600'	FoodTouch® White 2-sided Roll, Interleave, Liner, Cover	1/600'	1
FTRBBL-16600	16" X 600'	FoodTouch® Blue/White 1-sided Roll, Liner, Cover, Wrap	1/600'	1
FTBL-814	8" X 14.5"	FoodTouch® Blue/White 1-sided Sheet, Liner, Cover	1/2000	2000
FTBL-58X2	5" X 8"	FoodTouch® Blue/White 2-sided Sheet, Interleave	1/4000	4000

**FoodHandler®** risk nothing.®

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FoodTouch® is a registered trademark by MICROBEGUARD Corporation and is manufactured by MICROBEGUARD Corporation under Patent Number US 7,989,043 B2  
FoodHandler® is a registered trademark of FoodHandler, Inc.

“These products effectively preserve the quality of perishables when held or stored.”

*Mark D. Thomas, FSCI FMP  
Research Chef, University of Georgia Food PIC  
President, M.D.T., Ltd.*

To learn more and request a sample:

Visit [FoodTouch.com](http://FoodTouch.com)  
or call **800-338-4433**