



Successful Product Launch

Determined that no special venting was needed for pouch

NEW PACKAGE DEVELOPMENT

Microwave Technology

Client Needs

One of the world's largest producers and processors of frozen potato products was interested in developing packaging for frozen mashed potatoes that could be prepared by microwave heating in a pouch.

Steps Taken by the Adept Team

- Worked with the company and several film and pouch manufacturers to evaluate different venting technologies for this application
- Researched different companies manufacturing special venting pouches to determine best method for venting during heating
- R&D group and Adept tested different product and pouch sizes to determine optimum combination for microwave heating.
- Worked with marketing team for final product testing
- Utilized microwave testing lab at ConAgra to facilitate temperature profile analysis of products after heating



Contact us for assistance with your packaging needs

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