

Case **Sustainable Fresh Food Packaging for Kaldenberg**



About Kaldenberg

The Slagerijen Kaldenberg BV (Butchers Kaldenberg BV) have specialised in processing quality meat for the catering, wholesale and institutional markets. As a Fresh Partner of Sligro Food Group, consumers will find Kaldenberg's butchers at 35 Sligro outlets in the Netherlands and 3 Sligro-ISPC outlets in Belgium. Kaldenberg also supply the delivery services on a daily basis.



The Challenge

At Slagerijen Kaldenberg, quality is an important issue; both the quality of the meat and its assurance. Kaldenberg's specialists have the knowledge and expertise to ensure that, as a company, Kaldenberg meets the high quality requirements within the food industry. But Kaldenberg also wanted to take the next step and combine quality and durability together with sustainable packaging to create a holistic solution. And this, if possible, with a contemporary packaging solution that does not require costly investments.

The Solution

LEIPA has developed a coherent solution that meets all requirements: With LEIPAform 360 SKIN medium PEEL, a modern, paper-based skin packaging is available that ensures long freshness of the goods thanks to a high-performance barrier. Moreover, consumers can easily separate all packaging components- the paper-based thermoformed carrier material as well as a wafer-thin film- and dispose of them appropriately.

Kaldenberg were looking for a prime quality and ecofriendly packaging at the cutting edge of technology in the fresh food sector. So LEIPA delivered.



Added Value

The aspects of origin of the goods, regionality, quality and sustainability are becoming more and more important. Especially from the consumer's point of view. At the same time, packaging should continue to be appealing and informative. The LEIPA solution offers Kaldenberg the chance to be a pioneer in this respect as well and opens up new communication and positioning possibilities towards trade partners and customers when it comes to circular economy and environmentally friendly alternatives.

“Sustainable solutions in our business focus on three areas: a high-quality meat, an eco-friendly process and a sustainable packaging. LEIPA offered us a contemporary solution that takes our idea of quality and sustainability into account.”

Dirk Kaldenberg, Operational Manager at Kaldenberg