

THE FUTURE IS FRESH



CHANGE IS IN THE AIR



2

Consumers are reaching for goods that are fresher and easier to prepare, and that means Modified Atmosphere Packaging (MAP). But MAP without QC spells trouble.



Next time you're in the supermarket look around. Bet you see lots of busy moms and dads filling their carts with meals as convenient as they are nourishing—products packaged in an atmosphere that has been “modified” for success.

Convenient food with fewer additives is what modified atmosphere packaging (MAP) is all about. But there's only one way to make sure an MAP product will live up to its promise and that's test, test, test.

Noticed how shoppers have begun putting products with too many additives back on the shelf? MAP is here to stay.

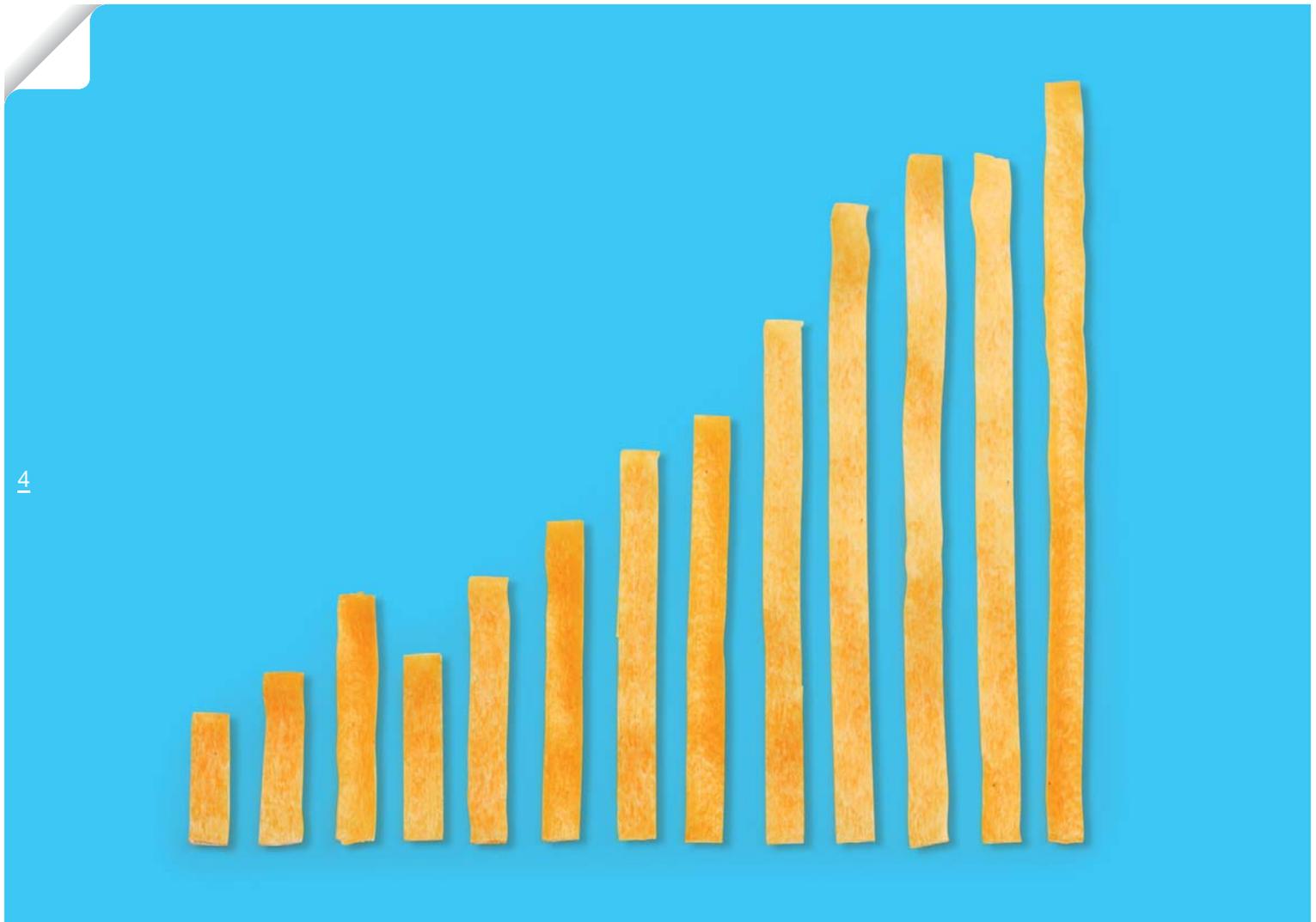


Regular MAP testing guarantees that the quality you lock in during production will be there when your package is opened—and that your brand's color, texture and taste will remain reassuringly consistent.

Additives are so 20th century. The future is MAP. And now is the time to let the leader in MAP testing technology—PBI-Dansensor—help you think fresh.



NEW TECHNOLOGIES FOR INCREASED PROFITS



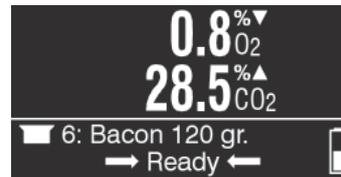
Modern QA solutions are lean in the extreme, leaving room for increased profits. And they're a must at higher packaging machine speeds.

All along the food chain, standards are rising. Regulatory agencies want traceability. Supermarket chains are requesting leak-detection certificates. Environmental authorities have begun charging for waste.

At the same time, food companies are laboring under a burden of rising production costs and a shortage of skilled workers.

New times call for new tools and PBI-Dansensor has them—MAP testing solutions that can help you meet current—and coming—demands cost-effectively, so your bottom line can continue to grow. They ensure quality, cut raw material costs and packaging waste, and provide traceability data at less expense. The more advanced ones also operate automatically, reducing manpower requirements and errors.

Which MAP testing solution is right for you? Depends on your comfort level with the technology. Random offline testing, or quality control, is generally sufficient for smaller production runs—provided it's done systematically with reliable equipment and well documented.



Our MAP audits point the way to lower gas consumption, manpower requirements and packaging waste.

On the other hand, continuous on-line testing, or quality assurance, quickly pays for itself as soon as product value, packing speed or data logging requirements reach even moderate levels. On-line solutions also eliminate the risk of cross contamination due to repackaging after manual testing.

Not sure which way to go? Why not let PBI-Dansensor audit your present MAP setup and suggest a sensible course.



CONTROLLING YOUR BRAND'S TOUCH-POINTS



6

Every package that leaves your factory should lead to a positive encounter with your brand. And that's never been more important.



Gossip is good if your product is too—because word gets around faster nowadays than ever.

Those same busy moms and dads you saw shopping are also time challenged when it comes to socializing. So they meet online to swap recipes or report on their latest supermarket discoveries.

Social media multiply the impact of good (and bad) experiences with your product—which is why MAP quality control and assurance are such sound brand investments. Our testing solutions enable you to spot problems in advance, before they can affect your reputation in the market. Truth is, even our most advanced gas analyzers and leak detection systems are a fraction of the cost of an exercise in damage control.

But whatever your MAP testing needs, your first step should be to choose a supplier you can trust. Indeed, unreliable testing can be worse than no testing at all by creating a false sense of security.

Twitter, Facebook, LinkedIn—news spreads fast on social media.
Testing to ensure quality is a smart way to leverage them.

With PBI-Dansensor you're in safe hands every step of the way, from analyzing gas content during production to checking packaging seals afterwards. Our products are designed for a lifetime of accuracy and are backed by regular calibration and service.

PBI-Dansensor markets and supports MAP testing solutions worldwide. To contact our nearest office—or to request a free audit aimed at reducing costs and improving quality—please see our website.



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