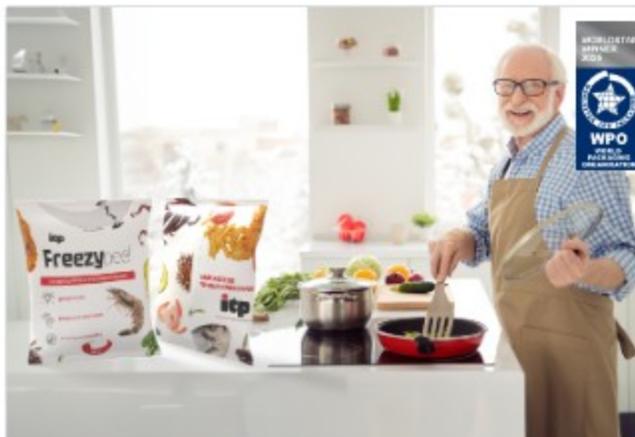


WINNERS 2025

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FreezyPeel

Company: ITP – Industria Termoplastica Pavese Spa
www.itp.it

Country: Italy

Category: Food

FreezyPeel is an innovative peelable film for making easy-open bags for frozen food packaging. Designed and produced by ITP, it represents a combination of convenience, safety and sustainability, offering a new perspective in the food packaging sector.

FreezyPeel won the Best Packaging 2024 award from Istituto Italiano Imballaggio.

Key features of easy-open film for frozen foods: - Scissor-free opening. ITP reinvents the concept of easy opening, allowing users to access the contents by simply pulling the two flaps, as with potato chip packets. Without pre-cuts, zippers or complicated mechanisms, the ITP solution offers unprecedented accessibility to frozen food. - Sustainability and safety. FreezyPeel is a coextruded monomaterial film, consisting only of polyethylene, and therefore recyclable. ITP has always been committed to providing solutions that respect the environment while guaranteeing the highest level of performance for proper and healthy food preservation. - Hi-tech formulation. ITP, a market leader in flexible extruded blown film for 50 years, has developed FreezyPeel peelable for frozen food: the unique and innovative formulation provides the necessary resistance to low temperatures (-20°C) and a surface gloss that enhances printed images.