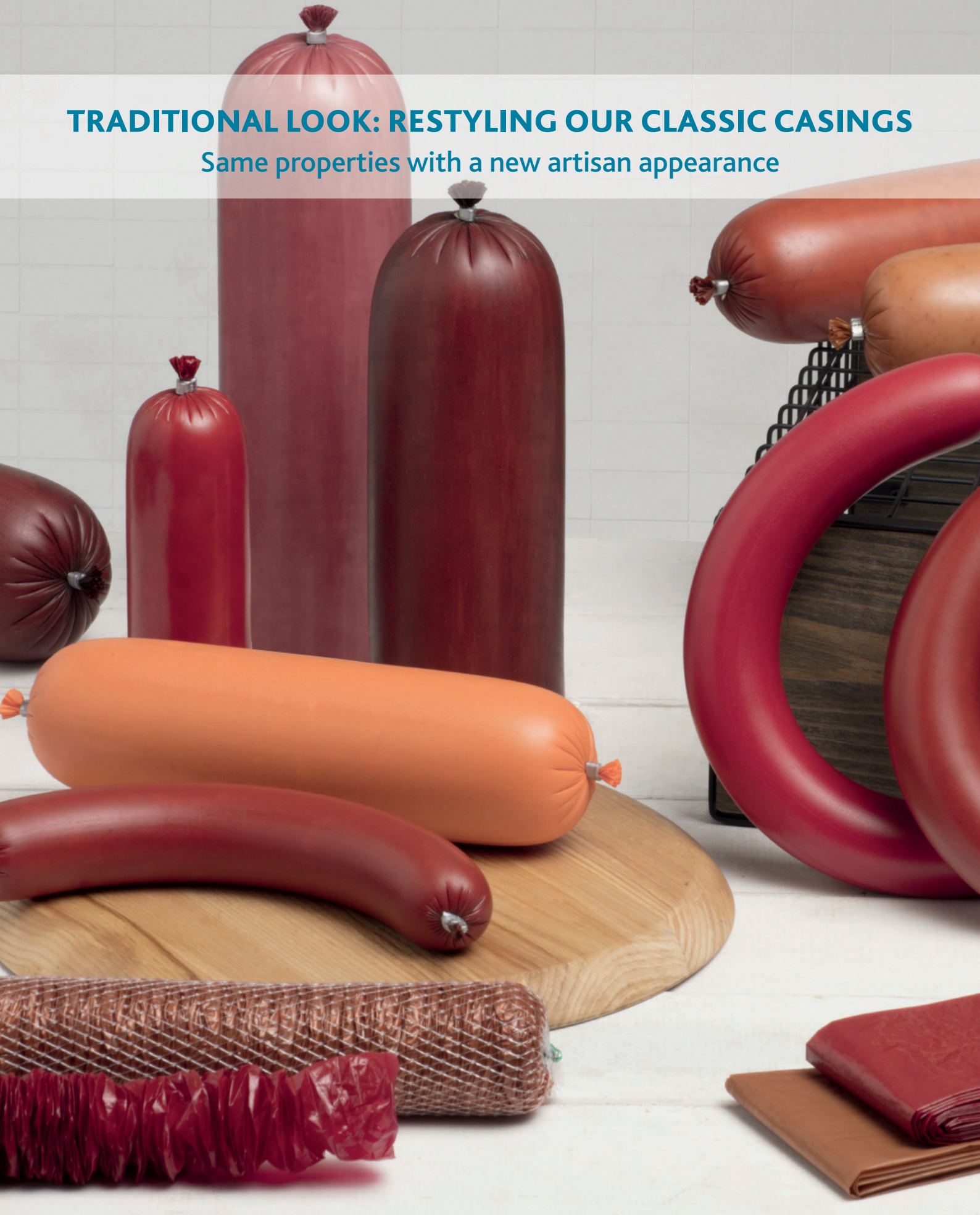
Viscofan

Reshaping food and wellbeing.
For many, for long.

TRADITIONAL LOOK: RESTYLING OUR CLASSIC CASINGS

Same properties with a new artisan appearance



A WHOLE NEW WORLD OF POSSIBILITIES

Health care and sustainability are two key factors in our adaptation to new consumer habits in this post-pandemic era. We find that consumers place more emphasis on health, ecology and savings. When it comes to shopping, they take more notice of products that look more natural and authentic.

The plastic casing range from Viscofan is unbeatable in variety. Whether you are looking for casings which are permeable to smoke or barrier casings, in a straight or rounded version, Viscofan offers the right casings for your applications. For consumers that want to buy more natural products, we have developed a casing surface to give an innovative and specific "look & feel" to the final product.

With Traditional Look casings, you can restyle your existing products or launch new ones smoked or non smoked, opening a whole new world of possibilities.

Traditional Look is an extraordinary casing solution designed to bring cost-efficiency, safety and a more attractive look & feel to your food industry. Viscofan Traditional Look is your ideal product to boost sales!

All this has led us to taking a new approach to our traditional casing.

A new design...

- ✓ *More attractive and aesthetically pleasing.*
- ✓ *With matt colours that give the product a more natural tone and making the product look authentic.*
- ✓ *In a style that is both innovative and timeless.*

It will help you...

- ✓ *Create added value for your consumers.*
- ✓ *Generate sales growth.*

DIFFERENT VERSIONS TO ENHANCE YOUR PRODUCTS

Tailor and bespoke your brand to highlight your position in the market with a "look & feel" appearance that provides a natural and authentic impression. Restyle your products with a wide range of matt look options, rough effect or silky matt textures that takes the external casing appearance to the next level.

MATT EFFECT

A wide range of attractive matt colours / surfaces to simulate the perception of artisan products. Ideal for traditional products, bung type sausages and netted sausages.

V 4000: *Multi-layer casing based on calibre control, with a matt colour finish and radial peeling.*
V6 Reg Matt: *Extraordinarily flexible matt casing that is often used with a net to simulate traditional sausages.*

ROUGH EFFECT

Eye-catching matt appearance and slightly rough with a wide range of colours to increase final customer perception of product "natural impression". Optimal for bung type sausages and netted sausages.

FTB: *Calibre control casing with a rough & grip "touch" and an excellent "radial peel". Also available in curved version KD.*
Betan SPT: *Smoke permeable casing with a light "rough" touch and matt colour.*

SILKY MATT TEXTURE FEEL

It has an exceptional traditional appearance to stimulate sensations for consumers. Ideal for premium artisan hand made products.

V4000 TL: *A unique barrier casing that does not look like plastic.*
SKV TL: *A smoke permeable option. Also available in curved version SKV TL KD.*