

i2r Ultra<sup>TM</sup>  
Food containers

**LEANER  
GREENER  
STRONGER**



# ALUMINIMUM™



**i2r Ultra™** Leaner. Greener. Stronger

Patent protected and design registered, i2r Ultra™ uses a new style of embossing to dramatically increase stress resistance thereby reducing the gauge, price point and environmental impact of the product.

Using finite element analysis (FEA) prediction software, the stronger, yet lightweight tray design has undergone significant independent scientific testing and validation via Nottingham-based kA Testing.

As an addition to the existing smoothwall range, i2r Ultra™ is being launched with 8 foil containers. Further investment in new tooling will see the range expand further over the longer term.

## Key features

### Base emboss

Our hexagonal base emboss adds a significant amount of additional strength which results in a reduction in packaging weight.



### Wall to base ribbing

A specialist wall to base ribbing design has been applied to provide an increase in structural strength which delivers a further reduction in packaging weight.



### Structural step

Where possible, we have added a structural step to add strength to the flange. This helps during the sealing process and during transportation when the products are stacked.



### Rinse recycle

On the base of the tray, we have included an 'Alu' recyclable logo and a 'rinse & recycle' message, both of which help provide the consumer with a clear and strong environmental call-to-action, assisting to further promote the already high levels of aluminium recycling.



### US220801

	220 x 150
	202 x 132
	190 x 120
	34
	801cm³



### US221449

	265 x 162
	247 x 144
	231 x 128
	47
	1449cm³



### US221000

	220 x 150
	202 x 132
	186 x 116
	45
	1000cm³



### US222597

	290 x 255
	267 x 232
	241 x 206
	50
	2597cm³



### US221086

	220 x 130
	202 x 112
	184 x 94
	58
	1086cm³



### US223320

	312 x 244
	290 x 222
	262 x 194
	60
	3320cm³



### US221315

	260 x 177
	245 x 162
	230 x 147
	37
	1315cm³



### US222629

	317 x 190
	298 x 171
	281 x 154
	60
	2629cm³



## Scientific testing

Compression and tension tests were conducted against the relevant ISO standard, focussing on ensuring that the new design could withstand the same or more forces applied to it following production, sealing, transportation and storage. In each of the tests, i2r Ultra™ returned a percentage increase in strength against both the existing smoothwall tray design (AS221000) and a comparative competitor's tray, despite having a significant gauge reduction.

The 'crushing from long edge compression test' saw i2r Ultra™ delivering an average of 27.23N – 28% stronger than the existing tray at 19.7N, despite a 10% reduction in weight.





alu

**i2r**<sup>TM</sup>  
Ultra

## Environmental benefits

With i2r Ultra,<sup>TM</sup> a weight saving on an infinitely recyclable product has been achieved, together with increased strength over other competitor products.

This design shows environmental concerns are being fully addressed, whilst at the same time, by increasing strength and presenting the product at a reduced price point against comparable containers, customers are being offered innovation and commercial choice,

On the base of the tray, an 'Alu' recyclable logo and a 'rinse & recycle' message are included, both of which help provide the consumer with a clear and strong environmental call-to-action, assisting to further promote the already high levels of aluminium recycling.

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