

Cirkla Fiber Trays - The Future of Meat Packaging, reduces up to 85% Plastic Waste



(Atlanta, Jan 15, 2025) – Cirkla, a global leader in sustainable packaging, is transforming meat packaging with its innovative molded fiber solutions, including Modified Atmosphere Packaging (MAP) trays and overwrap trays. Designed to be recyclable and to reduce plastic waste by up to 85%, these trays offer meat producers and processors a sustainable yet high-performance alternative to traditional plastic trays.

Cirkla’s MAP trays, the first and only molded fiber solution for modified atmosphere applications, are engineered to maintain product freshness and extend shelf life for beef, pork, poultry, and seafood. These trays leverage a patent pending easy-peel liner that ensures seamless recycling in paper streams, setting a new benchmark for sustainability in meat packaging.

Combined with advanced barrier properties for oxygen and water vapor, they deliver technical performance at par with plastic trays while addressing the growing demand for sustainable solutions.

For overwrap applications, Cirkla’s fiber trays offer excellent rigidity, moisture resistance, and the durability required for high-quality meat packaging. Both MAP and overwrap trays are designed for plug-and-play integration into existing packaging lines, ensuring that meat processors can transition effortlessly from plastic to fiber without additional capital investments. Cirkla also specializes in creating custom fiber-based packaging solutions to meet the unique needs of brands, further advancing the transition to sustainable packaging across industries.

*“Our technology is redefining sustainable packaging in the meat industry,” said **Glenn Divers, Vice President, Sales at Cirkla.** “With our fiber MAP trays featuring advanced barriers and an easy-peel liner, and overwrap trays offering unmatched performance and aesthetics, we are providing brands with solutions that are cost-effective, scalable, and sustainable.”*

Trials conducted with leading meat processors in the U.S. have delivered exceptional results, demonstrating the ability of these solutions to maintain shelf life and protect product integrity while reducing virgin plastic usage by up to 85%. With commercial-scale production capacity in place, Cirkla is ready to meet the demands of global markets, with millions of units slated for delivery starting February 2025.



As the global plastic waste crisis intensifies, Cirkla's offerings provide a critical pathway for meat brands to align with regulatory requirements and evolving consumer preferences. Made from renewable plant fibers such as sugarcane bagasse, these trays are recyclable, compostable, and biodegradable, enabling companies to meet their sustainability goals without compromising operational efficiency or product quality.

Join Cirkla at IPPE 2025, **Booth B43025**, from Jan 28-30, 2025 to discover how these innovative fiber-based MAP and overwrap trays can transform your packaging operations and position your brand at the forefront of sustainable meat packaging.

About Cirkla

Cirkla helps responsible brands meet their sustainable packaging goals. Made from plant fibers such as sugarcane bagasse (an agricultural byproduct), bamboo and wood pulp, our molded fiber products are circular, high-performance, and commercially viable alternatives to traditional rigid plastics. We have built a variety of industry-first solutions such as Modified Atmosphere Packaging (MAP) for meat, ready meal packaging, dairy tubs, compostable coffee capsules, scoops, etc. With deep expertise in molded fiber innovation and a large manufacturing base, we work with brands throughout their journey—from product development to large-scale commercial delivery.