

# ToGo! Packaging





## History

Founded in 1948, De Luxe has been a major player and stakeholder in the area of paper product manufacturing and converting. Since the beginning, we are committed to providing our customers with the highest quality, the best service, and the most flexibility they require and expect in today's market. Due to our experience and leading edge equipment, we are able to process and print a wide variety of large and/or small jobs. Also, through expertise and continuous training, we have obtained the HACCP certification and are FSC certified.

To this day De Luxe Group counts over 300 employees and is now a major converter of paper, foil and plastic products. Our diverse product mix is utilized in most segments of today's business world (i.e. Food Service, Grocery, Butchers, Bakeries and the Retail trade). We also produce custom products for the Industrial and Flexible/Food Processing markets across Canada and the U.S.A. Our modernized plants and distribution centers are conveniently located in Montreal, Toronto and Saugerties (NY).

## Sustainability

De Luxe Group has also been at the forefront in bringing sustainable packaging choices to the industry. We believe sustainability is an ongoing journey of continuous improvement and evolution. This approach propels us to constantly enhance our sustainable practices and products through eco-centered technologies, innovations and solutions that meet our sustainability goals and those of our clients.

As members of the Sustainable Packaging Coalition, we support a common vision of attaining a true closed-loop system for all packaging that promotes positive economic and environmental outcomes. Part of this vision is ensuring that our sustainable packaging is affordable today in order to make a more significant and lasting impact on the environment for the future.

**We make it easy for you to consolidate your flexible foodservice packaging purchases to one source.**

- Broad base of converting capabilities
- Industry leading graphics capabilities
- Innovative specialty packaging solutions
- Wide variety of stock products

**Headquartered in Montreal East, Quebec, our manufacturing and distribution platform includes:**

- 3 plants with over 300 employees
- Unique ability to produce products at multiple locations



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## Custom Converting & Printing Capabilities (Back Cover)

## [www.deluxepackaging.com](http://www.deluxepackaging.com)

- Review updated stock product information
- Learn more about sustainability
- Download our brochures and catalogs
- Find out about new promotions and offers
- Access the #1 flexible foodservice packaging resource

For more information about our custom converting and graphic capabilities, find your local representative at [sales@deluxegrp.com](mailto:sales@deluxegrp.com)



visit: [novolex.com](http://novolex.com) to learn more

NOVOLEX's™ values are based in the traditions of all of our brands and present you with the industry's foremost in packaging choice and sustainability. NOVOLEX's™ mission is to continue the tradition of leadership established by our brands, and to create new value and synergies by providing you with an industry-leading packaging expert that covers the full spectrum of your operations. NOVOLEX's™ family of packaging brands will create new value and synergies by covering the full spectrum of retailer and institutional companies packaging requirements.

To learn the more about the NOVOLEX™ family of historic packaging brands visit [novolex.com](http://novolex.com).



# Deli Sandwich Packaging





# The Evolution of Deli Sandwich Packaging:



"Get 'er Done Era"



"Stack 'em Up Era"



"The Renaissance Era"



## Flexible Plastic Wrap

- Bread may become soggy with excess moisture
- May limit the fresh appearance of ingredients
- Institutional appearance
- Limited branding potential



## Rigid Plastic Packaging

- Visibility is often focused on bread
- No printable surface for branding or adding merchandising appeal
- Labels or brand stickers can limit visibility of ingredients
- Institutional appearance



## DublView® ToGo! Deli Bags

- Promotes fresh, homemade appearance
- Side view visibility drives impulse sales
- Anti-fog film provides clear visibility in the hot or cold case
- Heat sealable for extended product shelf life
- Large printable paper surface for brand and merchandising appeal

## Bag & Tray\* Loading Instructions



1

Place sandwich onto tray



2

Slide sandwich and tray into bag



3

Close and seal bag



\*Support tray offered with 300097, 300098, and 300099 only

Place sandwiches on display – you're ready to sell!

# A Handmade Sandwich Deserves an Artisan Package



**300094** – Versatile Bag for Large Square & Round Sandwiches



**300093** – Versatile Bag for Medium Square & Round Sandwiches

Our innovative  
DublView® design  
accommodates  
a wide variety of  
deli sandwiches



**300097** – Versatile Bag with Support Tray for a Half Size: Sub, Square, Round, & Stacked Wedge



**300098** – Full Size Bag with Support Tray for a 12" Sub



## DubView® ToGo! Deli Bags

- Improve your fresh and homemade image
- Full-view visibility from the side drives impulse sales
- Perfect for the cold merchandising case



Item #	UPC #	Description	Sandwich Size Application	Dimensions	Case Pack	Case Weight	Case Cube	Cases/ Pallet
<b>NEW</b> 300050	10072181000503	DubView® ToGo! Baguette Deli Bag Natural	Half Baguette	3 1/4 x 2 x 10 1/4	500	6#	0.70	60
<b>NEW</b> 300058	10072181000589	DubView® ToGo! Baguette Deli Bag Natural	Full Baguette	3 1/4 x 2 x 15 1/4	500	9#	0.84	45
300080	10072181000800	DubView® ToGo! Deli Bag Natural	Half Size: Sub, Round & Square	3 1/2 x 2 1/4 x 10 3/4	500	8#	0.70	60
300082	10072181000824	DubView® ToGo! Deli Bag White	Half Size: Sub, Round & Square	3 1/2 x 2 1/4 x 10 3/4	500	8#	0.70	60
300090	10072181000909	DubView® ToGo! Deli Bag Natural	Half Size: Sub, Round & Square	4 1/4 x 2 3/4 x 11 3/4	500	11#	1.10	45
300092	10072181000923	DubView® ToGo! Deli Bag White	Half Size: Sub, Round & Square	4 1/4 x 2 3/4 x 11 3/4	500	11#	1.10	45
300093	10072181000930	DubView® ToGo! Deli Bag Natural	Medium Round & Square	4 1/2 x 2 1/2 x 8 1/2	500	8#	0.82	60
300094	10072181000947	DubView® ToGo! Deli Bag Natural	Large Round & Square	5 3/4 x 2 3/4 x 9 1/2	500	9#	1.01	45
300096	10072181000961	DubView® ToGo! Deli Bag Natural	Full Size: 12" Sub	4 1/4 x 2 3/4 x 16 1/2	500	12#	1.01	45

## DubView® ToGo! Deli Bags with Trays

- Paperboard loading trays provide added package support for demanding applications



Item #	UPC #	Description	Sandwich Size Application	Dimensions	Case Pack	Case Weight	Case Cube	Cases/ Pallet
300097	10072181000978	DubView® ToGo! Deli Bag Natural w/Tray	Half Size: Sub, Round & Square	4 1/4 x 2 3/4 x 11 3/4	250	8#	0.82	50
300098	10072181000985	DubView® ToGo! Deli Bag Natural w/Tray	Full Size: 12" Sub	4 1/4 x 2 3/4 x 16 1/2	250	13#	1.01	45
<b>NEW</b> 300099	10072181000992	DubView® ToGo! Deli Bag Natural w/Tray	Large Sandwich	5 3/4 x 2 3/4 x 10 1/2	250	6#	0.82	45





# EcoCraft® ToGo! Hot Meal Packaging





# Deli Packaging Closure Instructions



**SAFETY TIP REMINDER:** Check shelf temperature with infrared gun for minimum 180°F.  
**PREPARATION AREA:** Attach price sticker and open the bags. Place liners in trays and stack to save space for easy loading.

**1** Remove from spit and rest at least 1 minute to retain heat. Use tongs to place chicken in the lined tray.



**2** Load tray with the chicken into the bag at a 45° angle.



**3** Window facing you, fold the top 1" of the bag and crease the fold.



**4** Peel the tac seal sticker from the bag.



**5** Fold the top 1" of the bag again to seal the bag closed.



**6** Use vents to insert the thermometer for monitoring internal temperature.



**7** Load The Warming Unit.  
**You're Ready To Sell!**



# EcoCraft® ToGo! Hot Meal Packaging

## ToGo! Hot Meal Window Packaging

- Clear anti-fog windows maximize visibility and impulse sales
- Significantly more sustainable than rigid plastic containers
- Innovative ventilation system keeps food flavorful and crispy
- Grease resistant, high barrier paper provides stain protection



Item #	UPC #	Description	Dimensions	Case Pack	Case Weight	Case Cube	Cases/ Pallet
300787	10072181007878	EcoCraft® Fresh To Go! Window Deli Bag with Vents Tac Seal	8 1/4 x 5 1/4 x 8 3/4	250	15.5#	1.01	30
300788	10072181007885	EcoCraft® Fresh ToGo! Window Deli Bag with Vents Tac Seal	8 1/4 x 5 1/4 x 9 3/4	250	16#	1.11	30
300767	10072181007670	EcoCraft® Window Deli Bag with Vents Tac Seal Deli Bistro ToGo!	8 1/4 x 5 1/4 x 9 3/4	250	16#	1.11	30
300791	10072181007915	EcoCraft® Fresh To Go! Window Deli Bag 4lb with Vents	5 x 3 x 9 5/8	500	14#	0.82	50
300768	10072181007687	EcoCraft® Window Deli Bag 4lb with Vents Deli Bistro ToGo!	5 x 3 x 9 5/8	500	14#	0.82	50
300792	10072181007922	EcoCraft® Fresh To Go! Window Deli Bag 8lb with Vents	6 x 4 1/2 x 11 1/2	500	21#	1.29	35

## ToGo! Hot Meal Packaging

- Breathable paper and ventilation keeps fried food crispy and flavorful
- Grease proof and moisture resistant paper provides superior stain protection
- Significantly more sustainable than rigid plastic containers



Item #	UPC #	Description	Dimensions	Case Pack	Case Weight	Case Cube	Cases/ Pallet
300793	10072181007939	EcoCraft® Fresh ToGo! Deli Bag 4lb with Vents	5 x 3 1/8 x 9 11/16	500	12#	0.82	50
300766	10072181007663	EcoCraft® Deli Bag 4lb with Vents Deli Bistro ToGo!	5 x 3 1/8 x 9 11/16	500	12#	0.82	50
300794	10072181007946	EcoCraft® Fresh ToGo! Deli Bag 8lb with vents	6 1/8 x 4 x 12 3/8	500	19.5#	1.29	35



# ToGo! Hot Meal Trays & Liners

## ToGo! Hot Meal Food Trays

- Unbleached trays reduce raw material waste by 20%
- High-quality construction holds up to the most demanding applications
- Coated with a moisture and grease proof barrier for superior performance



Item #	UPC #	Description	Dimensions	Case Pack	Case Weight	Case Cube	Cases/ Pallet
300694	10072181006949	EcoCraft® 1/4lb Food Tray	1/4lb	1M	8#	0.70	105
300695	10072181006956	EcoCraft® 1/2lb Food Tray	1/2lb	1M	13#	0.88	60
300696	10072181006963	EcoCraft® 1lb Food Tray	1lb	1M	15#	1.19	60
300697	10072181006970	EcoCraft® 2lb Food Tray	2lb	1M	16.5#	1.36	36
300698	10072181006987	EcoCraft® 2 1/2lb Food Tray	2 1/2lb	500	13#	1.20	36
300699	10072181006994	EcoCraft® 3lb Food Tray	3lb	500	18#	0.85	55
300700	10072181007007	EcoCraft® 5lb Food Tray	5lb	500	18#	1.24	36
340130	0 00 69356 18088 0	Hot Dog Tray- Boat 610740	3 1/2 x 1 x 8	6@500	15#		36

## ToGo! Deli Tray Liners

- Combines superior performance with a professional-grade look and feel
- Excellent grease and moisture protection for demanding applications
- Tray liners offer grease protection and absorbency for fried food applications



Item #	UPC #	Description	Dimensions	Case Pack	Case Weight	Case Cube	Cases/ Pallet
300384	10072181003849	EcoCraft® Paper/Paper 2ply Insulated Tray Liner Natural	6 x 9	4@250	7#	0.14	364

# ToGo! Foil Insulated Packaging

## ToGo! Foil Insulated Bags

- Excellent heat and cold retention during transport
- Superior grease and moisture protection
- Cost-effective alternative to rigid paperboard and plastic containers



Item #	UPC #	Description	Dimensions	Case Pack	Case Weight	Case Cube	Cases/ Pallet
690108	0 00 69356 02850 2	Foil BBQ Bags Plain	5 1/4 x 3 1/2 x 12	500	13#	0.42	84
690110	0 00 69356 02852 6	Foil BBQ Bags Printed	5 1/4 x 3 1/2 x 12	500	13#	0.42	84
690126	0 00 69356 02865 6	Foil BBQ Bag Reverse Printed	5 1/4 x 3 1/2 x 12	500	13#	0.42	84
690114	0 00 69356 02853 3	Foil Giant BBQ Bag Printed	6 1/2 x 3 3/4 x 14	500	21#	0.85	45



# A Closer Look Into The Innovation:

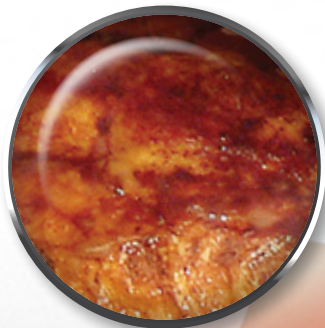


## RIGID PLASTIC PACKAGING

### Rigid Plastic Deli Packaging

- Fogged visibility through plastic dome and blocked visibility from sleeves may reduce impulse sales
- Takes up extra space in refrigerator when storing leftovers and in kitchen wastebasket when disposed
- Plastic dome lid and base tray must be sealed correctly to avoid messy spills during transit
- Requires carry sleeves or handles for safer portability
- Rigid plastic containers require extra space in storage and in transit

# Rigid Plastic Versus Flexible Paper



## Anti-fog film window

drives impulse sales  
with superior visibility

**Balanced ventilation**  
design allows moisture  
release and heat retention



## Breathable paper

packaging improves  
the food's flavor and  
juice retention

*(Beaker contains juice  
collected from the food tray  
after 4 hours in a heated  
merchandising case)*

## FLEXIBLE PAPER PACKAGING

### ToGo! Hot Meal Deli Packaging

- Grab-and-go package design eliminates the extra cost of paperboard sleeves
- High-tech grease and moisture resistant paper provides superior stain protection
- Maintains safe food temperatures at the required hot case temperatures
- Rotisserie chicken applications require a food tray for support
- Significantly more sustainable than rigid plastic containers



# ToGo! Pizza Packaging




# ToGo! Pizza Packaging



## Fresh ToGo! Window Pizza Bag & Tray

- Convenient "Combo Pack" case – with 250 trays and bags
- Natural EcoCraft® bag provides artisan "homemade" image
- Grease resistant package fits 7" round pizzas and 6" square slices
- Hybrid bag & tray design provides rigidity for additional protection
- Superior window visibility for easy product identification on display

Item #	UPC #	Description	Dimensions	Case Pack	Case Weight	Case Cube	Cases/ Pallet
300306	10072181003061	Pizza Bag w/Window & Tray "Fresh TO GO!"	7 1/2 x 2 x 11	250	17#	1.29	35
 300304	10072181003047	EcoCraft® Pizza Bag w/Window & Tray ToGo!	7 1/2 x 2 x 11	250	17#	1.31	32



# ToGo! Product Application Suggestions



## Footlong Sandwich

### Window Packaging



300098 (NK w/Tray) 300058 (NK w/out Tray)  
300096 (NK w/out Tray)



## Whole Rotisserie Chicken

### Window Bags



300788 (Fresh ToGo!) 300767 (Deli Bistro ToGo!)



## 2 Half Slabs BBQ Ribs

### Window Bags



300787 (Fresh ToGo!)

## Half Sandwich

### Window Packaging



300097 (NK w/Tray) 300082 (White w/out Tray)  
300090 (NK w/out Tray) 300080 (NK w/out Tray)  
300092 (White w/out Tray)



300050 (NK w/out Tray)

### Foil Insulated Bag



690114 (BBQ Print)

## Half Slab BBQ Ribs

### Foil Insulated Bag



690114 (BBQ Print)

## Half Rotisserie Chicken

### Window Bag



300787 (Fresh ToGo!)

## Round & Square Sandwich

### Window Packaging



300093 (NK w/out Tray)



300094 (NK w/out Tray)



300099 (NK w/Tray)

### Foil Insulated Bags



690108 (Unprinted)



690110 (BBQ Print)



690126 (BBQ Print Reverse)

# ToGo! Product Application Suggestions (cont.)



2-4 Pieces  
Fried Chicken

5-8 Pieces Fried Chicken

9-12 Pieces  
Fried Chicken

Window Bags



300791  
(Fresh ToGo!)

300768  
(Deli Bistro ToGo!)

Window Bags



300792  
(Fresh ToGo!)

300787  
(Fresh ToGo!)

Foil Insulated Bags



690108  
(Unprinted)



690110  
(BBQ Print)



690126  
(BBQ Print)

Window Bags



300788 (Fresh ToGo!)

300767 (Deli Bistro ToGo!)

Non-Window Bags



300793  
(Fresh ToGo!)

300766  
(Deli Bistro ToGo!)

Non-Window Bags



300794  
(Fresh ToGo!)

Foil Insulated Bag



690114 (BBQ Print)

6-12 Wings/  
Appetizers

13-20 Wings/Appetizers

20+ Wings/Appetizers

## Flexible Paper & Paperboard Trays: A Perfect Marriage

*Flexible Paper & Paperboard Trays make the ultimate food packaging combination!*

For best food packaging results, add a paperboard tray. We offer a wide range of sizes that fit the most demanding applications, including a specialty support tray for deli sandwiches. The high quality trays are coated with a moisture and grease resistant barrier for superior performance.

*DubView® items 300097, 300098, and 300099 are equipped with natural paperboard trays for added support*





# Why EcoCraft® Products?

Foodservice packaging made from unbleached natural paper is more than just a sustainable look or marketing trend. Unbleached natural paper was chosen for the EcoCraft® line due to its real impact in reducing raw material waste. The chart below presents an overview of the significant waste reduction advantages in producing unbleached natural paper.

## Improved Sustainability Through Natural Papers

Higher Yield  
from tree to paper

Less Energy  
for manufacturing

Less Waste  
in water & solids

	Baseline Paper - BLEACHED	Target Paper - NATURAL	Difference Between Baseline & Target	
Wood Use	3,696 tons	2,940 tons	756 tons	5,460 Trees
Net Energy	29,894 million BTUs	23,924 million BTUs	5,970 million BTUs	66 Homes/Yr.
Purchased Energy	19,870 million BTUs	16,600 million BTUs	3,270 million BTUs	36 Homes/Yr.
Sulfur Dioxide (SO <sub>2</sub> )	25,470 pounds	20,528 pounds	4,942 pounds	898 18-Wheelers/Yr.
Greenhouse Gasses	5,882,128 lbs. CO <sub>2</sub> equiv.	5,506,496 lbs. CO <sub>2</sub> equiv.	375,632 lbs. CO <sub>2</sub> equiv.	34 Cars/Yr.
Nitrogen Oxides (NO <sub>x</sub> )	8,798 pounds	7,272 pounds	1,526 pounds	6 18-Wheelers/Yr.
Wastewater	22,218,860 gallons	10,866,700 gallons	11,352,160 gallons	17 Swimming Pools
Solid Waste	1,908,712 pounds	1,403,408 pounds	505,304 pounds	18 Garbage Trucks

Based on producing 1,000 tons of food grade paper

## Reduce Waste with Natural Paper

### Comparison of Baseline & Target

Based on producing 1,000 tons of food grade paper

Wood Use  
756 tons or 5,460 Trees



Net Energy  
5,970 million BTUs or 66 Homes /yr.



Sulfur Dioxide (SO<sub>2</sub>)  
4,942 pounds or 898 18-Wheelers/yr.



Greenhouse Gasses  
375,632 lbs. CO<sub>2</sub> equiv. or 34 Cars/yr.



Nitrogen Oxides (NO<sub>x</sub>)  
1,526 pounds or 6 18-wheelers/yr.



Wastewater  
11,352,160 gallons or 17 Swimming Pools



Solid Waste  
505,304 pounds or 18 Garbage Trucks



Bleached Paper

Natural Paper

DID YOU KNOW?

20%

of wood is saved by  
using natural versus  
bleached paper\*

# Natural Advantages of EcoCraft®

- Made with FDA food-grade, 100% unbleached, chlorine-free paper
- Packed in 100% recycled paperboard inner-carton and tray dispenser packaging to reduce raw-material waste
- Soy-blended dry wax on interfolded sheets reduce reliance on petroleum wax
- New dispenser carton and tray design includes printed facts and information about the sustainability benefits of EcoCraft®
- EcoCraft® products, on average, contain 20% pre-consumer waste fiber
- Multiple EcoCraft® products are third-party certified compostable
- Reduces your carbon footprint by purchasing form-fitting, “right size,” flexible packaging with high case counts and small case-cube size
- An experienced national network of sales representatives that can help advise your business on ways to improve your sustainable packaging design

## We believe in the “Triple Bottom Line” approach of continuous improvement in sustainable packaging design:

Social Responsibility – good for the people

Ecological Responsibility – good for the planet

Economic Responsibility – affordable choices

With our EcoCraft® brand, we were the first company to offer a full stock line of unbleached, sustainable foodservice packaging in North America. We believe sustainability is an ongoing journey of continuous improvement and evolution. This approach propels us to constantly enhance our sustainable practices and products. **This commitment to affordability and innovation has allowed De Luxe to create the most recognized brand of sustainable flexible packaging available in the industry.**

\*Environmental-impact estimates made using the Paper Calculator presented by Environmental Paper Network. For more information, visit <http://c.environmentalpaper.org/home>.



## Our EcoCraft® Journey



# Custom Converting & Printing Capabilities

De Luxe offers the broadest range of specialty bag, sheet and roll converting capabilities in the flexible foodservice packaging industry. We manufacture high-quality custom packages on 130 different production lines to provide a wide variety of custom package and print designs. With our efficient, superior F&K presses, we can deliver state-of-the-art graphics capabilities that help differentiate your products on the shelf and on the go. Our long-term commitment to innovation and practical solutions enables us to expertly consult with you on packaging design, process graphics and rigid packaging replacements.

## Please review the information we need before you request a quote for a custom product

Provide the individual bag, sheet or roll size

- Bag (width, gusset, length)
- Sheet (width and length)
- Roll (roll width and length or outer diameter)

Initial order quantity needed and the annual volume (units or cases)

Name of printed design or logo

Basis weight of paper if known

Type of paper or combination of materials (foil, bio-film or glassine)

Need a film window?

- Provide an explanation of the proposed window die or panel location on the package

Number of printed colors (provide PMS numbers)

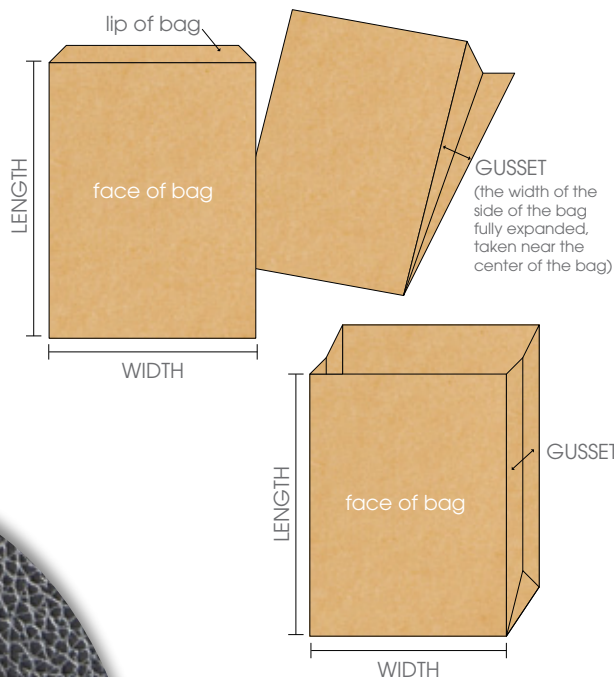
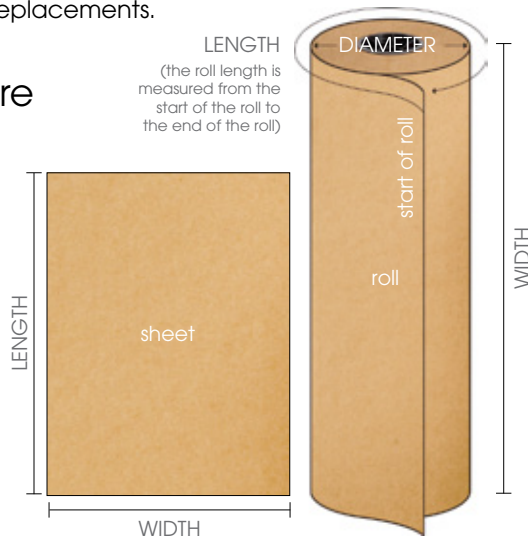
Product application (what will the package be used for?)

Case pack sizes

Shipping/distribution information

How to measure a bag for quotes and production:

- Measure the face of the bag (width)
- Measure the gusset of the bag (side width)
- Measure the length of the bag (not including lip)



For more information about our custom converting and graphic capabilities, find your local representative at [sales@deluxegrp.com](mailto:sales@deluxegrp.com)



Novolex™ is the parent company of De Luxe Packaging.  
To learn more about the Novolex™ family of brands,  
please visit [novolex.com](http://novolex.com).

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