

# NOVACART EFFECTS

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**Properties list:**  
end-user packaging  
single product  
new product  
product accessibility  
tray  
cardboard and paper  
dispensing systems  
die cut  
identity by shape

Special Section Technology Novacart has finetuned an innovative papaer product for Japanese frozen food. Two sheets of cardboard make up a simultaneously light and solid container which can even withstand stream cooking. Small tray, grat effects. Two flat cardboard sheets from a small basket-shaped tray with four compartments that is so sturdy and reliable it has passed the strict tests required for frozen food packaging in Japan with fliyng colours. The test are carried out on resistance to vapor and grase, handling and packaging, and there is even a crash test and a teston stacking at the sales point. This invention is called EFFECTS (an acronym of Eco Frozen Food Easy Cardboard Tray System), devised by Novacart in cooperation with CMS Srl.

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Reference: [ItaliaImballaggio N.7-8 July-August 2007](#)

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**Credits:**

**Country:** Italy

**Year:** 2007

Other images: