User report

Premium ham specialities

A natural product should also be sustainably packaged!

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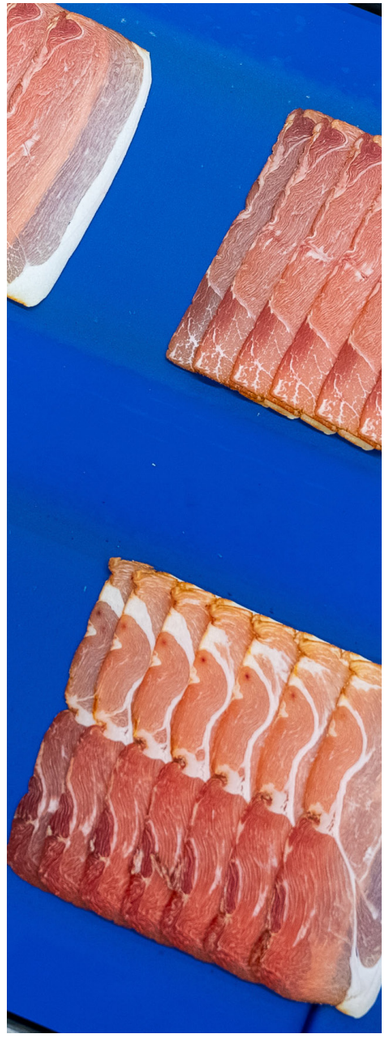

Bell Deutschland GmbH & Co. KG is among the first suppliers in the food industry to choose SÜDPACK's latest innovation, Peel PET floatable. Why? "Because for our premium ham specialties, we want a sustainable packaging concept, ideally one of the most futureproof packaging solutions on the market!" explains Stephan Holst, Head of Marketing at Bell Deutschland.

Bell Deutschland not only specializes in raw ham but is also a market-leading supplier in this segment. At its four German sites, the company produces, processes, and packages delicacies such as the German classic Black Forest Ham, sold under the "Abraham" brand. The German subsidiary of the Bell Food Group is also responsible for marketing international specialty cured meats from other Bell companies within the German market. It also oversees the fresh meat business for French beef, distributed under the renowned "Gourmet naturel" label.

From a butcher's shop in Basel to a European corporation

In the food industry, Bell is a name that truly resonates. The Bell Food Group is one of Europe's leading manufacturers of meat and convenience products, and is also the market leader in Switzerland. With around 13,000 employees across 65 sites in 14 countries, the Group generates annual sales of over four billion Swiss francs. "Our roots date back to 1869, when Samuel Bell opened his first butcher's shop in downtown Basel. Today, our portfolio includes fresh meat, poultry, cured meats, seafood as well as ultra-fresh, fresh, and shelf-stable convenience products. With strong brands like Bell, Eisberg, Hubers, Hilcona, and Hügli, we bring all kinds of culinary enjoyment to millions of consumers every day," emphasizes Stephan Holst.

Sustainability: step by step towards the future

Bell has long demonstrated its commitment to sustainability by using recyclable mono-materials and introducing material-reduced folded packaging for its sliced ham products. Recently, the company "discovered" SÜDPACK's Peel PET floatable and is now using it in a pilot project – initially focusing on packaging sliced Black Forest Ham, with plans to expand its use to other specialties in the future.

Specifically, Bell aims to replace its current PET-PE/multilayer thermoforming packaging with a complete solution made up of a mono APET bottom web and a Peel PET floatable top web. Martin Schuler, Head of the Business Unit Food at SÜDPACK, explains the concept behind the name: "Peel PET floatable refers to floatable top webs that turn mono-APET bottom webs into a fully recyclable solution. They offer a sustainable and safe alternative packaging solution for sliced sausage, ham, and cheese sold in peelable thermoforming and modified-atmosphere packaging."

Strong product properties

Due to their lower density, the top webs can be separated during recycling from the APET bottom web, allowing for mono-material recycling. In terms of performance, packaging reliability, and processing, the Peel PET floatable lidding films are top-tier.

As the product name suggests, Peel PET floatable can be easily peeled off the tray, without tearing or curling during opening. "For consumers, the opening behavior plays a key role – both for convenience and in terms of the perceived quality of the packaging," emphasizes Martin Schuler.

Another significant advantage is that no major machine adjustments are required for their use. The peelable top webs perform exceptionally well on Bell's packaging machines, as comprehensive testing on a variety of equipment has confirmed.

Success factor: recyclability

Thanks to easy separability and the top web's low weight relative to the overall packaging, the recyclability is rated at over 75%.

Bell's adoption of this new solution is a clear step towards a more sustainable future. "Various retailers have already issued packaging guidelines requiring solutions with APET bottom webs and floatable top webs," confirms Stephan Holst.

Currently, three additional SÜDPACK pilot customers are also in the process of implementing this concept, and, as with Bell, the individual process steps have been progressing smoothly. From the initial concept and cost analysis to testing, phased shelf-life and seal-integrity evaluations, and the final industrial trial with package printing, everything is proceeding as planned. "At four months, we're right on schedule," says Martin Schuler. The next, eagerly anticipated step is to integrate the new solution into regular production to assess the long-term results.

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