

For Immediate Release

IPPE 2026: Specialty Polyfilms Unveils the Next Generation of Meat Overwrapping Films

Booth B42077, Hall B, BC, C | January 27–29, 2025 | Atlanta, Georgia



Atlanta, GA — [December 18, 2025] — Specialty Polyfilms announced its participation in the [International Production & Processing Expo \(IPPE\) 2026](#), where company will unveil its **new advancements in Non-PVC Meat Overwrapping Films** designed for modern meat and poultry processing operations across North America. The company will exhibit at **Booth B42077** in **Hall B, BC, C – Egg & Live Production, Genetics, Incubation, Animal Health, Meat & Poultry Processing, Packaging, and Rendering**.

At IPPE 2026, [Specialty Polyfilms](#) will introduce – [Forvara NG U&U TW-40, a new premium variant of next-generation Non-PVC Meat Overwrapping Film](#) developed specifically for elevated tabletop automatic tray-overwrapping machines considering the needs of the end-of-the-line machine operations.

This new variant provides meat processors with an **exceptional stretch properties, shelf-appealing clarity, and reliable sealing consistency over the elevated table-top machines**, making it ideal for processors seeking **high-performance, Non-PVC, health-safe, recycle-ready** alternatives without compromising operational efficiency of their meat processing plants. This variant has been tested across multiple North American meat processing facilities manufacturing variety of meat products and has been fine-tuned to operate at maximum speeds comparable to PVC Films.



Forvara® Non-Barrier Lidding Shrink Film

Leveraging its advanced R&D capabilities, Specialty Polyfilms has recently developed an innovative film solution specifically for the poultry industry.

Historically, the poultry sector has been unable to adopt lidding shrink film technology due to the requirement for non-barrier properties, which are critical for products such as whole chickens. Conventional lidding shrink films, being barrier-oriented, restricted oxygen transmission and were therefore unsuitable for these applications.

To address this long-standing industry challenge, Specialty Polyfilms has introduced **Forvara® Non-Barrier Lidding Shrink Film**. This new solution enables poultry processors to leverage the benefits of lidding shrink film technology—such as superior pack integrity, shelf presentation, and line efficiency—while maintaining the non-barrier properties essential for poultry products.

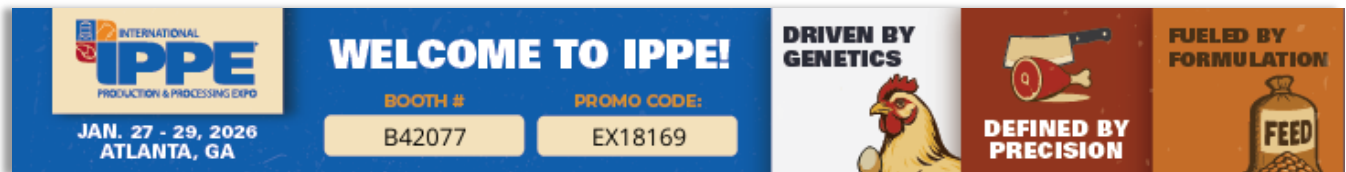
The development marks a significant advancement for the poultry packaging segment, offering processors a solution that balances performance, product suitability, and processing efficiency.

Alongside the premium NG variant, the company will showcase:

- **Forvara AW-40** — A versatile **regular-grade Non-PVC Meat overwrapping film** suitable for **both inline and elevated tabletop overwrapping machine systems**, offering excellent balance of performance and value to the Meat Processors and Retailer-owned Meat Processing facilities.
- **End-and-Bottom Seal Stretch-Shrink Three-Side Sealing Film** — Engineered for superior retail pack integrity – leak-proof, optimized shelf presentation, up to 8 color printing, and robust sealing for meat and poultry applications.

[Speaking about industry shifts, the President of Specialty America noted:](#)

“We’re seeing a clear and accelerating movement across mid-sized and large meat processors toward Non-PVC Meat Overwrapping film options. Processors are no longer just exploring alternatives—they’re actively transitioning with real conviction. Our responsibility is to support that shift with reliable, high-performance customized overwrapping film solutions that fit seamlessly into their existing plant operations.”



Specialty Polyfilms’ presence at IPPE underscores the company’s commitment to supporting the industry’s transition toward **health-safe, more sustainable, and high-performance overwrapping film packaging solutions**. The team will host live product demonstrations and technical discussions throughout the show.

Attendees are invited to visit **Booth B42077** to explore the full range of Forvara® Non-PVC Meat Wrap films and learn how these innovations and variants can improve yield, shelf presentation, and operational consistency along with branding initiatives.

About Specialty Polyfilms

Specialty Polyfilms is a leading global manufacturer of cutting-edge protective packaging films for food, industrial & agriculture applications. Specialty Polyfilms provides specialized solutions to 200+ customers spread across 25+ countries.

About Specialty America

Specialty America Inc., a wholly owned subsidiary of Specialty Polyfilms India Pvt. Ltd. was incorporated in August 2014, with warehouses on the east and west coasts of the US. It facilitates localized purchases in the US and provides a hassle-free alternative to importing products to the US.