



NEWS RELEASE

Lucid Corp to Launch Revolutionary Pad-less, 100% Recyclable Plastic Meat Packaging at IPPE 2025

December 18, 2024

Toronto, ON – Every year, tens of billions of food packaging containers containing soaker pads (also known as ‘diapers’) end up in landfills, contributing to the largest problem in sustainable food packaging on our planet. Although the plastic packaging may be recyclable, the soaker pad inside is not, making the entire package non-recyclable. This is because recycling facilities lack the infrastructure to separate soaker pads from recyclable plastic food trays.

Lucid Corp has developed the *Lucid Infinity*[™] — a beacon of hope for our global food packaging sustainability crisis. The *Lucid Infinity*[™] line of products offer **100% recyclable, pad-less, and leak-resistant** food packaging options that is not only eco-friendly but also cost-effective. The innovative two-piece tray design traps purge at the bottom (a feature soaker pads traditionally attempt to address) and is engineered to function without the need for traditional soaker pads or additives.

Crafted in-house, *Lucid Infinity*[™] is made from a blend of **PET (the most recycled plastic in the world)** and **PCR (post-consumer recycled plastic)**, providing direct uptake to the recycling stream and contributing to a more circular economy.

With its streamlined design and high-quality materials, *Lucid Infinity*[™] allows consumers to easily separate the two-piece tray, rinse it, and recycle it—eliminating the hassle of dealing with messy soaker pads.

Visit Lucid Corp at IPPE 2025

Lucid Corp will be showcasing its groundbreaking packaging solutions at **IPPE 2025 in Atlanta**. Visit **Booth B31057** to see the *Lucid Infinity*[™] packaging in action and discover how it supports the sustainability goals of major meat processors and retailers across North America.

Lucid Corp Events at IPPE 2025:

- **January 29, 9:30 a.m. - TECHTalks:** Lucid Corp will present on emerging **100% sustainable food packaging solutions** at the **TECHTalks** session on Day 2 of the show.

- **January 29, 11:00 a.m. - Free Session:** Join Lucid Corp and the **Meat Institute** for a free session on **100% sustainable, recyclable meat packaging solutions**. Learn about the latest innovations in meat packaging that support sustainability.
- **January 29, 2:00 to 4:00 p.m.- Cocktail Time:** As the exclusive media sponsor of the **IPPE Media Centre**, Lucid Corp invites media attendees to join them in the Press/Media Centre for appetizers and drinks.

For more information or to schedule an interview with Lucid Corp at IPPE 2025, please contact:

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ABOUT LUCID CORP

Lucid Corp's purpose is to be the most sustainable plastic food packaging company in the world. Based in Toronto, Lucid Corp is a leading North American manufacturer of custom designed clear PET (polyethylene terephthalate) food packaging with an innovative, patented solution to the biggest problem in sustainable food packaging. The *Lucid Infinity*[™] utilizes the world's most recycled plastic, PET, while eliminating unrecyclable and non-compostable soaker pads from food trays across the food industry and thus diverting plastic waste from landfills. Lucid Corp offers their partners 100% fill rates due to a robust supply chain pipeline, state-of-the-art production facilities and warehouse spaces, as well as in-house prototyping and design, hole punching, labeling and high-speed packaging.
www.lucidcorp.com

At IPPE 2025, attendees can find Lucid Corp in the B-Hall at [Booth: B31057](#).