



RENATURE® Thermo
Frozen BARF for cats and dogs

RELIABLE COLD CHAINS USING SUSTAINABLE PACKAGING INNOVATION

Easy-Barf is an e-commerce company dedicated to providing premium frozen BARF (Biologically Appropriate Raw Food) for cats and dogs. Their customers are pet owners who value natural nutrition and convenience. To guarantee freshness and safety, Easy-Barf ships mixed frozen meat products directly to consumers, requiring reliable temperature-controlled packaging that maintains -20°C for up to 48 hours.

PRODUCTS: Frozen BARF for cats and dogs

SCOPE: RENATURE® Thermo

CHALLENGE – A SUSTAINABLE SOLUTION FOR TEMPERATURE- CONTROLLED SHIPPING

Easy-Barf had been using thin EPS panels with aluminum layers on each side to keep products frozen during transport. While effective, this solution was not aligned with the company's sustainability goals and was inconvenient for employees to handle. The challenge was clear: find an environmentally friendly packaging solution that ensures temperature stability, simplifies the packing process, and fits seamlessly into existing logistics.

Award-winning packaging:
Storopack has been recognized with the Zero Impact Packaging Award 2025 ("Trophée Zero Impact Packaging 2025") award by Emballages Magazine for its pioneering, sustainable insulation packaging.



STOROpack

PERFECT PROTECTIVE PACKAGING

SOLUTION – CUSTOMIZED RENATURE® Thermo BY STOROPACK

After reviewing available options, Easy-Barf selected Storopack's customized RENATURE® Thermo solution as the best alternative on the market. The innovative product consists of moisture-resistant paper cushioning with an insulating filling mainly made from plant-based starch. Made from renewable raw materials, it can be reused multiple times and is ideal for the shipping of food, pharmaceuticals, and other temperature-controlled consignments.

Thanks to the intuitive design of RENATURE® Thermo, the solution was simple to implement for Easy-Barf's logistics employees. Storopack created tailored samples to fit perfectly with the customer's corrugated boxes. The first test run delivered excellent results, confirming that the new packaging met all requirements for frozen shipments. RENATURE® Thermo combines sustainability with practicality, offering insulation panels made from renewable materials that are simple to use.



RESULT – SUSTAINABILITY AND EFFICIENCY IN ONE

The new solution ensures that frozen pet food remains at -20°C for 24 to 48 hours, while significantly reducing environmental impact compared to EPS panels. Employees appreciate the simplified packing process, and customers benefit from reliable deliveries. With Storopack's support, Easy-Barf successfully transitioned to a sustainable, efficient, and high-performing packaging solution—meeting both operational and ecological goals.

STOROPACK – PERFECT PROTECTIVE PACKAGING

Wherever in the world you send your products, we want them to be well protected while in transit.

ALL BASES COVERED

We at Storopack would like to offer our customers the very best, which is why we take great pride in the ability to listen, comprehensive consulting, and long-term services across all sectors. Our products and solutions are tailored specifically to your requirements. We support you until you achieve the ideal results and even beyond – locally around the world.

 **More about RENATURE® Thermo:** www.storopack.com/renature-thermo

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