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LINPAC PACKAGING

Press Release

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PACKAGING DUO UNVEIL NEW STYLISH PATISSERIE PACKS

Two leading food packaging manufacturers have teamed up to create a premium range of patisserie cartons ideal for cakes, cream buns, gateaux and pastries.

LINPAC and Graphic Packaging collaborated to develop the four pack styles, which offer bakers and retailers superior and stylish on-shelf presentation to drive sales.

Graphic Packaging created the cartonboard trays and bases whilst LINPAC developed a series of compatible rPET lids. The partnership means bakery customers benefit from access to a complete pack solution, rather than having to buy the trays and lids from different suppliers, making business easy to do, convenient, efficient and cost-effective.

Adam Barnett, managing director for Northern Europe at LINPAC, said: "These four pack solutions are the result of six months' development work to ensure we have created a range which meets the needs of the bakery sector and consumers in terms of convenience, appearance and added value to products.

"LINPAC leads the way in being able to deliver crystal clear rPET, such as that used for the pack lids. Bakery items should look appetising, fresh and tasty and the enhanced presentation and visibility offered by these patisserie cartons will ensure products stand out on the shelf to drive sales and return on investment.

"Collaborative work drives innovation and speeds up delivery to market. Together, with Graphic Packaging, we have created a range which ticks all the boxes for our bakery customers."

The range includes a 'Fold Out' shallow cartonboard base and tapered rPET lid which offers easy loading in store and can be folded out into a presentation plate by the consumer once at home. The 'Theatre' pack is an innovative design featuring a hinged lid and wrap-around carton board base, providing excellent on-shelf appeal and a novel opening format.



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For increased flexibility and inventory efficiency, the 'Multi-height' carton board nested tray enables different pack depths to suit a variety of bakery products whilst using the same rPET lid, reducing packaging SKUs. The pack offers customers high visibility and a sophisticated tapered lid design.

Finally, the 'Clip in' solution can be folded flat to minimise storage needs whilst being easy to construct at the point of sale. The shop-window appearance gives superior visibility and premium presentation.

Nikki Clark, marketing manager at Graphic Packaging, added: "It has been exciting to watch designers from both companies use their specific packaging knowledge to develop such innovative solutions for the bakery market sector. The project has proven how unique designs can be produced when you start focussing on the beneficial properties of both pieces of packaging and how they can securely link together to form a pack."

The four packs will be unveiled for the first time at Packaging Innovations, February 24 and 25, at the NEC Birmingham. Representatives from both LINPAC and Graphic Packaging will be on the stand to discuss the project with potential customers.

ENDS

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Notes to editors

For retailers, packers and food service clients, LINPAC is an international market leader in the production of primary fresh food packaging and food service solutions. We are a multi material technology provider operating across a network of 14 manufacturing sites servicing 71 countries. We champion the reduction of food waste by delivering innovative and efficient packaging solutions. With over 40 years of experience in food packaging safety and security, LINPAC is the most trusted brand in today's market.