



Marketing & Strategy



Press Release

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LINPAC APPOINTS NEW GROUP MARKETING MANAGER

Packaging marketing specialist, Nikki Clark, has been appointed Group Marketing Manager at LINPAC. The move will support the leading packaging manufacturer's marketing and innovation strategy.

Nikki brings a wealth of relevant experience to her new role having previously held a marketing management position at Graphic Packaging International (GPI), formerly Benson Group.

Her most recent role as GPI marketing manager for convenience and consumer products Europe, combined with a background in industrial product design, makes Nikki extremely well placed to be instrumental in driving the LINPAC marketing strategy forward.

Dr Helene Roberts, group marketing and innovations director at LINPAC, commented: "I'm delighted to welcome Nikki on board. Her in-depth understanding of the journey fresh food packaging takes from concept to store equips her with the innate ability to market LINPAC products and services to their best advantage. I look forward to working with Nikki to maximise our strategy for growth."

Nikki added: "The effective marketing of packaging is something I feel passionately about. It's a sector that is often misrepresented by the media and that's why I'm particularly pleased to be able to work for a company with strong sustainability and innovation credentials.

"Working with the teams across all LINPAC sites to understand fully the business, its core products and services will be my immediate priority in order to develop a robust and challenging marketing strategy, alongside Dr Roberts, moving into 2017."

LINPAC is one of the most trusted brands in today's market, holding an international market leading position in primary fresh food packaging for over 40 years. The



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company champions the reduction of food waste by delivering innovative and efficient packaging solutions.

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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.