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Press Release

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LINPAC AND PARKSIDE COLLABORATE TO ENHANCE SHELF APPEAL OF LINPAC VSP EVOLVE

LINPAC has developed a variety of high-quality designs for its Rfresh® Evolve rigid VSP trays in collaboration with print partner, Parkside Flexibles, to enhance consumer appeal and shelf standout.

Brands and retailers can now choose from a range of bespoke designs including grass, kraft paper, wood or slate-look, which are printed by Parkside and laminated to the rPET tray during the thermoforming process.

The designs tap into the current trend for natural looking, premium packs, and adds value to what has traditionally been a category with very little use of graphics.

Nikki Clark, group marketing manager at LINPAC, commented: “As well as being eye-catching the trays offer retailers flexibility in differentiating and tiering fresh meat ranges. Evolve trays can be displayed horizontally, vertically, shingled or hung and are available in three application styles— normal, protruding and super-protruding - to present meat products in the most attractive way possible.”

Rigid VSP enables packers and retailers to benefit from extended shelf life, reduced food waste, supply chain efficiency and increased sales.

Ms Clark continued: “Partnering with Parkside on this project has allowed us to innovate one of our core products in order to improve its relevance to future market trends. We’re extremely pleased with the result.”

Manufactured from up to 95 per cent rPET, which has been supercleaned by LINPAC, the trays can be used on all suitably modified tray-sealing machines.



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Rfresh® Evolve trays are also compatible with all vacuum films, giving packers the flexibility of supply without being locked in to a material or machinery manufacturer.

Finally, the tight aspect of Rfresh® Evolve results in fewer leakages and returns and has tamper evidence built-in. The barrier skin film whitens on peel, revealing whether a pack has been opened or not.

ENDS

(285 words)

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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.