



Marketing & Strategy



Press Release

October 28, 2016

## **LINPAC POULTRY SPLIT PACK HIGHLY COMMENDED AT UK PACKAGING AWARDS 2016**

An innovative poultry split pack created by LINPAC in collaboration with Tesco Plc. and Cargill has been awarded 'highly commended' in two categories at the prestigious UK Packaging Awards, which were held at Grosvenor House, London yesterday (27 October).

The awards, organised by Packaging News, recognised the novel pack in both the Rigid Plastic Pack of the Year and Resource Efficient Pack of the Year categories. A result that further bolsters the company's status as a market-leading manufacturer of operationally efficient packaging that addresses environmental and societal issues.

The commended poultry split pack was developed by the three companies to provide convenience to the consumer through portion control, whilst also helping to reduce food waste. The perforated tray splits into two sealed compartments due to a specially designed perforation. This allows the consumer to use one portion, whilst saving the second one for later.

Due to the complex design, the LINPAC tray has increased in weight by 6 grams per pack. However, this is offset by an increased use of food-safe recycled content to over 91 per cent and a significant contribution to food waste prevention which could result in an impressive carbon equivalent saving. Something that is particularly pertinent to the resource efficient pack category.

Nikki Clark, Group Marketing Manager at LINPAC, commented: "On behalf of the LINPAC group, I can say that we're thrilled to win these awards. Many people throughout the business have contributed to producing this pack, which we truly believe demonstrates our commitment to producing sustainable, innovative packaging solutions. It's fantastic that the UK Packaging Awards have recognised this."



Marketing & Strategy

“We’re very proud of the successful collaborative effort between LINPAC, Tesco and Cargill to produce a pack that, first and foremost, answers consumer demand. Our joint efforts have resulted in an extremely comprehensive solution. As a business we look forward to more exciting collaborations with our customers in 2017.”

Find out more about [LINPAC award-winning packaging](#)

(313 words)

**ENDS**

For further media enquiries, please contact PHD Marketing & Strategy:

Ms. May Norman on [may.norman@phdmarketing.co.uk](mailto:may.norman@phdmarketing.co.uk)

Mrs. Vicky Zaremba on [vicky.zaremba@phdmarketing.co.uk](mailto:vicky.zaremba@phdmarketing.co.uk)

Tel: +44 1977 708643

**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.