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### **LINPAC TO LAUNCH VENTED PYRAMID PACKS FOR SNACKING HEALTH-CONSCIOUS CONSUMERS**

Leading fresh food packaging manufacturer, LINPAC, is to add to its Freshware® portfolio with a new range of innovatively designed vented pyramid packs to meet the changing demands of the consumer snacking and convenience trend.

Nick James, LINPAC European sales director for Freshware, said: “When the food-to-go trend first took hold, it was very much focused on portability of products, ease of use and much more about indulgence – enjoying a ‘treat’ whilst out and about.

“What we have seen over the last couple of years is a growing demand to cater for the more health-conscious consumer in the snacking and convenience area. They still look for the portability and ease of use factors for eating on-the-go but the types of food we are now developing packaging for is changing.”

The new vented pyramid packs have been designed for whole ‘mini-snacking’ vegetables such as peppers, cucumbers and carrots, and tomatoes.

Vent holes have been added to the company’s conventional pyramid pack design to allow air to circulate and the food to breathe, eliminating condensation from the packs and extending the shelf life of the food contained within. In addition, the packs have been designed in such a way that the rigidity, and therefore the protection element of the container, is not compromised.

Mr. James added: “Sales of convenience foods within Europe are set to grow by 5.3 per cent over the next two years and our expanding Freshware range taps in to this increasing demand for foods designed to be eaten on-the-go or after minimal preparation.



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“As a manufacturer that is proud to be at the forefront of innovation, LINPAC is committed to developing solutions that respond to changing consumer needs, whilst also being groundbreaking in their design and functionality.”

The Freshwarerange from LINPAC comprises a range of containers for prepared fruit, salads, dips, sandwich fillers, fresh pasta, olives, anti pasti, tapas and dried nuts. Pyramid packs come in a range of sizes and with a choice of domed or flat lid designs. Mini forks can also be included within packs to enhance the convenience function.

The crystal clear rPET packs are manufactured using high levels of post consumer recycle (PCR), which has been supercleanedin-house by LINPAC, to ensure compliance with all food safety regulations.

**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.