



Marketing & Strategy



Press Release

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### **LINPAC LAUNCHES COMPREHENSIVE RIGID rPET FOODSERVICE RANGE**

Market-leading fresh food packaging manufacturer, LINPAC, is extending its food service offer by launching a comprehensive range of rigid rPET solutions for the sector. This complements the current LINPAC portfolio of EPS Hotpacs, catering trays, plates and bowls.

The new range will allow customers to purchase a variety of food service packaging options from a single supplier. The complete offering now comprises hinged-lid and film lidded rigid rPET solutions for prepared fresh food such as sandwiches, salads, sushi and bakery.

The launch includes LINPAC solutions New Leaf<sup>®</sup>, Pyramid Packs, Bol and event platters and all products will be available to order from stock. Throughout 2017, LINPAC plans to add exciting innovative new formats and designs to meet the demands of the food service market.

Mark Durston, market development manager at LINPAC, commented: "Perfect for our loyal distributors, and their customers in the hotel, restaurant and catering industries, the new LINPAC range can be hand or machine packed at its on-sale location. Designed to deliver flexibility, with the ease of ordering from one supplier, LINPAC has an extremely comprehensive offer."

A key advantage of the range in today's food service market is that each lightweight, crystal-clear solution is manufactured using high levels of post-consumer recyclate, which has been super-cleaned in-house by LINPAC to ensure compliance with all food safety regulations. The launch demonstrates the company's commitment to creating a closed-loop recycling process and allows food service customers to contribute to a circular economy by utilising sustainable fresh food packaging solutions.

Mr Durston continues: "We're pleased to deliver our innovative, functional and sustainable LINPAC solutions to the food service market. We look forward to introducing exciting new additions later this year."



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**ENDS**

(279 words)

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.