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News Release

November 15, 2016

PARKSIDE TRIUMPHS AS INNOVATION BRINGS SUCCESS

Speciality packaging manufacturer Parkside is celebrating a successful 2016 following the launch of six new products, created through revitalised innovation and new collaborations.

Parkside has been working hard to diversify into a speciality-packaging manufacturer following the pressure the company faced in its traditional tobacco packaging market. Over the last 12 months, the company has created a number of new customer partnerships, alongside the launch of a range of novel products, with more exciting projects in development.

Nick Smith, managing director of Parkside, said: “The road to seeing a finished product on shelf can be a long, and at times, a difficult one. However, due to our continued focus on creating value for our customers through the consideration of innovation, sustainability and the needs of the consumer, I’m delighted that we’ve seen a number of hugely successful customer projects this year.”

Parkside has launched to market six key projects that have been developed through the company’s innovation centre and collaboration with brands. From a Cadbury Finger snack pack to a multi-cavity pack for on the go snacking, Parkside is now at the forefront of developing innovative market-driven products.

One of the successful projects was a Seabrook Crisps ‘sharing bag’ which enables consumers to peel open the front of the pack, making it easy to share the contents with friends, before re-closing and saving for later. The pack’s unique reclosability feature was created utilising unique laser scribing technology, helping to keep crisps fresher for longer when compared to an open pack and making it an ideal solution for the snack products market.

Kevin Butterworth, marketing and international sales director at Seabrook Crisps, said: “Working with Parkside on bringing this product to market was seamless. They embraced our concept from the outset, addressing our needs along the way and overcoming any potential issues with the pack. From beginning to end, they were the upmost professionals.”



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Parkside's Mr Smith concluded: "We have continued to invest in our facilities, skills and processes that have taken the company forward. There have been some big changes at Parkside in 2016 and I believe we have shown the industry what we're capable of achieving and suffice to say I'm very excited about what 2017 will now bring."

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

Ms. May Norman on may.norman@phdmarketing.co.uk

Mrs. Vicky Zaremba on vicky.zaremba@phdmarketing.co.uk

Tel: +44 1977 708643

Notes to editors

Parkside is an innovative speciality packaging manufacturer specialising in printing, lamination, laser, thermal and sustainable solutions for the food, drink and tobacco packaging industries. Established for over 40 years, the company is a global supplier with manufacturing sites in both the UK & Asia and is headquartered in Normanton, West Yorkshire. For further information, please visit our website www.parksideflex.com and follow us on LinkedIn and Twitter.

For more information on Parkside and their activities, please contact PHD Marketing Ltd. The Nickols Suite, The Barracks, Wakefield Road, Pontefract, West Yorkshire WF8 4HH. Tel: 01977 708 643 or Email: hello@phdmarketing.co.uk.