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News Release

January 9, 2016

**COME JOIN THE PARKSIDE PICNIC  
AT PACKAGING INNOVATIONS 2017!**

Speciality packaging manufacturer Parkside will be bringing a UK favourite to the forthcoming Packaging Innovations – the Parkside Picnic - featuring Cadbury chocolate fingers, Wall's sausage rolls and Seabrook Crisps to name a few of the innovations being showcased on stand.

Parkside continues to tap into the on-the-go snacking market trend, with the launch of a range of convenience driven solutions, meeting the needs of today's consumers. According to the Chilled Food Association, the UK's chilled prepared food market continues to grow year on year hitting £11.7bn in 2016.

Director of sales, Paula Birch, said: "These novel pack designs are ideal for the growing demand in the convenience and snack markets, whilst also appealing to the foodservice sector.

"At Packaging Innovations, we want to demonstrate our market insights, alongside our packaging expertise, and how we apply our manufacturing capabilities to develop new innovative products that respond to the ever changing needs of our customers and their consumers."

The Wall's sausage rolls range includes a multi-cavity pack, offering the option to snap off one of five individually wrapped trays as required, whilst keeping the remaining sausage rolls sealed for later.

A similar style snack pack for the confectionary and biscuit categories is the Cadbury Chocolate Fingers solution. The 'Snap & Go' pack design comprises 4 x 31g PP trays that feature a laser-perforated lid allowing consumers to snap off one pack at a time and keep the rest sealed.

In addition, Parkside worked with Seabrook Crisps in 2016 to create a new reclosable share bag. The new lasered pack enables consumers to peel open the front of the packet, making



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it easy to share the contents with friends, before re-closing and saving for later. The reclosability feature helps to keep crisps fresher for longer when compared to an open pack, making it an ideal solution for the snack market.

Mrs Birch added: "We're really excited about showcasing our latest designs and new product development thinking on stand in a picnic format, highlighting the true nature of convenience and on the go snacking today."

Parkside will be located on stand L45 during Packaging Innovations, which takes place at the NEC Birmingham, March 1-2, 2016.

For further information on the Parkside products please [www.parksideflex.com](http://www.parksideflex.com).

**ENDS**

[370 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**

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](http://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](mailto:hello@phdmarketing.co.uk).**