

Food and Drink Network UK

RAP Launch New Foodservice Division



RAP, designers and manufacturers of sustainable food packaging, have recently launched a new, dedicated foodservice division.

The formation of the new department reflects a growing appetite for RAP's new and innovative packaging solutions, which continue to help drive sales for those operating in the sector.

Graham Williams, RAP's CEO, comments: "We have been working successfully with clients in the foodservice sector for many years, delivering a range of packaging solutions that not only meet their customer's expectations, but also drive sales and growth across their operations. Now is therefore the perfect time to further strengthen our offering through the launch of this dedicated division. Not only will it allow us to build on the world-class packaging innovation that RAP is famous for, it will also provide us with the ideal platform to showcase new and more technically advanced solutions."

The company's specialist foodservice products currently include the top selling HandRAP range, which covers baguettes, wraps, bagels, rolls, square bread and bloomer bread sandwiches. Other products include the HotRAP range, which satisfies demand for hot 'food on the go' and RAPTray - ideal for salads, pies, pasta, ready meals and even desserts.

As part of its continued commitment to meet evolving market needs and drive growth across the sector, RAP has also developed a Freshpack carton range which features the world's lightest day-fresh and long-life p+3 days carton wedges. Both products provide the ultimate solution for hand-packing freshly made sandwiches thanks to an integral window that delivers an effective barrier against water and air with no risk of contamination through glue gaps.

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Other innovations include RAP's Modified Atmosphere (MA) Carton Sandwich Wedges which are not only hermetically sealed, but also use barrier film that allows them to be gas flushed. Made using state-of-the-art bespoke manufacturing equipment, the packaging provides the absolute ultimate in terms of sealing in freshness and protecting from contamination and can obtain up to 28 days shelf life.

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About RAP

Founded in 1997, to exploit the packaging designs of Julian Money, RAP has become the market leader in food-to-go packaging. The company combines technical, creative and commercial expertise to design and manufacture revolutionary food packaging that delights and influences consumers. A truly global organisation, RAP is headquartered in London with its design and technical centre and has manufacturing capabilities in Ireland, South Korea and Malaysia and the ability to distribute on a global basis.

For further product and event details contact RAP's information desk on 020 8392 8328 or visit www.rapuk.com

For further information contact Cognition: **01926 330800**
