

RAP set to showcase new look at Pro2Pac



IFE / Pro2Pac, ExCeL, London (17th – 20th March 2013)
Stand number S2312

Designers and manufacturers of sustainable food packaging, RAP is set to take advantage of rising demand for ‘single serve’ portion options, with the launch of a new look range of product innovations.

The re-branded ‘single serve’ range includes RapTray, the world’s first hermetically sealed, modified atmosphere carton food tray. Made of lightweight board and a film laminate, the unique packaging reduces the presence of residual oxygen to less than 1%, ensuring moisture is sealed in and air is sealed out. Benefits include increased food options, extended shelf life and improved freshness.

Speaking on the RapTray Julian Money, RAP Founding Director says: “RapTray with its hermetically sealed design and Modified Atmosphere capabilities, provides the absolute ultimate in terms of sealing in freshness and protecting from contamination. Nothing beats it for extended shelf life and improved food freshness – it’s perhaps the greatest innovation in food packaging of recent years.”

As well using the Pro2Pac exhibition to showcase RapTray, the London-based company will be unveiling their latest AirRap and BagRap designs. AirRap is designed for hot ‘food to go’ products such as Panini and savouries, including pasties and sausage rolls. It allows food to remain in the same packaging throughout its entire lifecycle – from manufacturer to cook-off in store to point of sale.

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BagRap, a lightweight paper and film receptacle designed for specialty sandwiches, provides excellent branding opportunities, with a bespoke window offering product visibility and can be run on existing flow wrapping lines.

Julian Money adds: "With 'single serve' portion options growing in popularity, now is the ideal time for us to launch our new range specifically designed for this market. Our new products cater to demand, whilst easing any consumer environmental concerns. RapTray is widely recyclable, whilst BagRap and AirRap use paper sourced from sustainable forests, giving consumers green alternatives to the multitude of wasteful plastic food packaging available on the market."

Martin Beaver, Sales Director - "We invite all new and potential customers to our Pro2Pac stand in March to see for themselves how we have brought something truly unique to the marketplace."

All of RAP's new products – and some of their existing range including Freshpack and MA Carton Sandwich Wedge and RAP's Classic HandRap board and paper/film receptacles for "food-to-go" – will be on show at the company's Pro2Pac exhibition stand. Pro2Pac takes places at ExCel, London from 17th-20th March 2013.

The innovations have been made possible due to a recent €6,000,000 investment in the company's manufacturing facility in Ireland. For further product and event details contact RAP's information desk on 020 8392 8328 or visit www.rapuk.com

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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.

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For further information contact Cognition: 01926 330800.
