

RAP unveils new brand identity and website at Pro2Pac 2013



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Leading sustainable food packaging designers and manufacturers, RAP have launched a new brand identity and website at this year's International Food and Drink Exhibition – Pro2Pac.

The company's former logo, which has been in use since RAP was founded in 1997, has been redrawn allowing more flexibility across all applications, and retains RAP's existing distinctive red colour.

Due to be rolled-out across all of RAP's marketing material, the new design will underpin the revamped strapline, 'Packaging the Future'.

The new brand identity will be unveiled at the show alongside the company's new AirRap™ and BagRap™ designs, as well as the revolutionary RapTray™, the world's first hermetically sealed, modified atmosphere carton food tray.

The re-launched website, which can be found at www.rapuk.com, enables RAP to showcase its creativity, technical expertise and commercial thinking in a format that is compatible with the latest smartphones and tablets.

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With increased functionality the site not only features enhanced search facilities, but a new blog that will contain a wealth of invaluable information ranging from white papers to articles and ebooks. Covering a whole host of industry topics, the content will be relevant to a wide-ranging audience including food manufacturers, category buyers, marketing managers and design agencies.

Speaking on the re-brand and website re-launch, Graham Williams, RAP's CEO says: "With year-on-year growth at ten times the industry rate, and a range that includes several world-firsts, our new website and brand identity bolsters our position as market leaders, as well as reinforcing our commitment to future growth and discovering the next unique packaging system."

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

The new website was created with the assistance of marketing and communications partner, Cognition Agency.

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For further press information contact Cognition on **01926 330800**

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 information visit www.rapuk.com
