COVERIS LAUNCH INNOVATIVE NEW GRAB BOX™ CONCEPT FOR TESCO FOOD TO GO

Spalding, Lincolnshire, 01/02/17 – Leading packaging solutions provider Coveris has developed an innovative new packaging concept for the food to go sector. Grab Box™, a board and film hybrid, provides a unique packaging experience through its visual appeal and functional composition.

An evolution of the traditional grab bag format, Grab Box™ is a hybrid solution targeting premiumised and top tier product ranges. Made from sustainably sourced lined board to produce a more rigid structure, Grab Box™ delivers improved food protection with a luxurious shelf presence. Grab Box™ is lined using high clarity, low gauge polypropylene film incorporating superior quality anti-fog properties and features three windows for enhanced product visibility.

The Grab Box™ format provides an extensive printable area on kraft or plain board and can be printed on one or both sides with a combined total of 9 colours, allowing additional communication or branding to appear on the inside of the box. The authentic, artisan look of the packaging associated with freshness and quality and opportunity to produce a tactile finish for further premiumisation lends Grab Box™ to top-tier food to go products.

Grab Box™ is supplied as a flat, pop-up box which is quick to erect and simple to hand-fill before being heat sealed, resulting in faster processing speeds. The heat sealed top flange provides greater pack integrity, and is perforated to enable easy-opening for consumers.

The Grab Box™ concept was launched by major retailer Tesco during December on its ‘Finest’ range of festive sandwiches. Additional ‘Finest’ food to go lines switched to Grab Box™ in January, with the roll out of new packaging for the range due to be complete by the close of the month in collaboration with food manufacturers Bakkavor, Bradgate Bakery and Solway Foods.

Tesco’s Dr Mark Caul, Packaging Technical Manager, commented: “Tesco are delighted to have worked alongside Coveris and our sandwich suppliers, Samworth Brothers, 2 Sisters Food Group and Bakkavor, to bring to market our Finest Grab Box™. Creating something new in this competitive market is always a challenge and as well as being an efficient pack for our suppliers to use on fast moving lines, we have ensured the board comes from sustainable forests and we protect the delicate sandwich with a minimum amount of packaging – so reducing food waste in the supply chain."

Adam Lunn, Packaging Development Manager at Coveris, explained: “The development of Grab Box™ marks an evolution in the packaging of premiumised ranges in the food to go sector. Retailers and manufacturers have asked Coveris to use lined board technology to create innovative packaging for top tier lines. Grab Box™ delivers this with fantastic on-shelf presentation and opportunities for brands and retailers to differentiate their products, combined with efficient processing.”

Coveris will be showcasing Grab Box™ at the UK’s leading food and drinking packaging event Pro2Pac from 20 – 22 March 2017 at ExCeL London. Visitors can find Coveris on stand N950 for the latest developments and innovations in flexible food and drink packaging for food to go, convenience, produce, meat, dairy and beverage sectors. Coveris will also be unveiling new off-the-shelf foodservice ranges in 2017 targeting the growing food to go sector.
Coveris recently announced a £3m investment plan for its cartonboard division based over three sites in Cambridgeshire. The division is set to benefit from increased capacity, enhanced capabilities and improved operational reliability following investment in new machinery and site modernisation.

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ABOUT COVERIS
As a leading international manufacturing company, Coveris is dedicated to providing solutions that enhance the safety, quality and convenience of products we use every day. In partnership with the most respected brands in the world, Coveris develops vital products that protect everything from the food we eat, to medical supplies, to the touch screen device in our pockets, contributing to the lives of millions every day. Coveris is an affiliated portfolio company of Sun Capital Partners, Inc.

PRESS CONTACT
Sian Bates
Marketing Manager (UK Food & Consumer)
sian.bates@coveris.com
+44 (0) 7554 45 47 56

www.coveris.com