

Triple Triumph For Essentra Packaging

Tuesday 28 January, 2014

Essentra Packaging has reinforced its global influence by winning three more prestigious awards.

The Company was honoured with a second consecutive Asian Manufacturing Award, this time in the Innovative Food/Beverage Packaging Design category, which was then followed by a Sustainable Package Technical Award from the 4th China Package Technology Innovation and Sustainable Development Forum.

The Asian Manufacturing Award (AMA), presented at a ceremony in Singapore, went to Essentra's wide-width message tape. A spokesman for the organisers, Contineo Media, said:

"The awards provide timely and valuable recognition for those companies providing industrial technology solutions and value-added services that are enabling regional manufacturers to reach and sustain the required levels of world-class performance."

The winners were selected by an international panel of experts, with the judging process audited by an external party to ensure fairness and transparency.

The key advantage of Essentra's wide-width message tape is that when a promotion changes, the manufacturer can simply change the message on the tape without redesigning the entire pack. This saves money by reducing waste and origination fees as well as minimising packaging waste. The colourful design possibilities on the message tape also boost on-shelf presence and influence the decision making of buyers at the point of purchase.

Essentra also celebrated a Sustainable Package Technical Award from the 4th China Package Technology Innovation and Sustainable Development Forum.

The award was presented for the Rippatape™ product for use on corrugated and fibreboard cartons. Designed primarily for easy opening, Rippatape also increases the compression strength of secondary packaging, reducing the product damage that can occur during transit.

This means producers of fibreboard and corrugated secondary packaging can potentially use thinner board, delivering cost and environmental benefits in terms of reduced material consumption and lighter weight. Further, Rippatape does not impede the recycling of the board it is adhered to, as the tape can easily be separated as part of the recycling process - a key benefit of Essentra's water-based adhesive.

Essentra's award winning year was capped with victory at the UK Packaging Awards 2013, in the Design Team of the Year category. The UK Packaging Awards are the largest and most prestigious in the UK packaging sector, celebrating the best the industry has to offer in terms of business performance, personal achievement and packaging innovation and design. The Design Team of the Year Award was presented during a glittering ceremony at the London Hilton on Park Lane on 13 November.

Martin Dallas, Commercial Director - Essentra Packaging, said:

"We are delighted to receive these latest awards, which further highlight how Essentra Packaging's innovative and creative approach is valued by customers and opinion formers around the world."

-Ends-

Notes to Editors:

1. About Essentra Packaging:

Essentra Packaging is part of the Packaging & Securing Solutions division of Essentra plc. Essentra Packaging is a global provider of packaging products that deliver benefits to consumer and healthcare markets, combining pack functionality with creative design & print to deliver brand communication and protection.

Essentra's 'Packaging Resolved' positioning emphasises the four core themes of Opening, Closing, Informing and Protecting - where its cartons, leaflets, foils, tapes, labels and seals can combine to provide all or simply one of these benefits. From helping ensure users do not get frustrated in opening

Related Sectors:

Business & Finance ::

Related Keywords:

Packaging ::

Scan Me:



packs through to providing the reassurance that products are fresh and have not been tampered with, Essentra Packaging's products are an integral part of the product and brand pack experience.

Supported by a global manufacturing base, in-house design studio, R&D facilities and multi-million pound print facilities, Essentra Packaging is positioned to deliver the very best in quality, service and reliability to help make our customers and consumers lives easier.

www.essentrapackaging.com?

2. About Essentra plc:

Essentra plc ("Essentra") is a FTSE 250 company and a leading international supplier of speciality plastic, fibre, foam and packaging products with four principal operating divisions: Component & Protection Solutions, Porous Technologies, Packaging & Securing Solutions, and Filter Products. Essentra focuses on the light manufacture and distribution of high volume, essential components which serve customers in a wide variety of end-markets and geographies.

Headquartered in the United Kingdom, Essentra's global network extends to 29 countries and includes c. 5,500 employees, 42 principal manufacturing facilities, 64 sales & distribution operations and 5 research & development centres.

www.essentra.com
?

For more information, please contact:

Bob Bushby/John Atkin
Nielsen McAllister Public Relations (Essentra Packaging?)
T: +44 (0) 1332 293939
E: info@nmpr.co.uk

Joanna Speed
Corporate Affairs Director, Essentra plc ?
T: +44 (0)1908 359 100
E: joannaspeed@essentra.com
?

Company Contact:

—

Pressat Wire

E. support@pressat.co.uk

View Online

Newsroom: Visit our Newsroom for all the latest stories:

<https://www.wire.pressat.co.uk>