



Bringing Packaging to Life

RPC Matters

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PCR FOR TESTER POTS

AkzoNobel is extending its range of packaging containing post-consumer recycled (PCR) plastics with the introduction of custom moulded tester pots for its Cuprinol Garden Shades range manufactured by RPC Containers UKSC and RPC Containers Market Rasen.

The container is blow moulded in 100% recycled HDPE (a first for RPC UKSC) while the cap and applicator brush stem are injection moulded by RPC Market Rasen using 50% recycled PP. The intention is to increase the amount of recycled material in the cap as the manufacturing process is further refined.



The launch of the PCR tester pots follows the successful introduction in 2011 of injection moulded PP paint cans containing 25% PCR from RPC Oakham for Akzo's Dulux Colours ranges. The paint cans were selected for a prestigious Green Apple Gold Award from the Green Organisation in the category 'Packaging that improves the sustainability of the product supply chain'.

Like the paint cans, the tester pots are produced in an eye-catching charcoal grey colour which provides an effective contrast to the wood treatments they contain and helps to create on-shelf differentiation.

The tester pots are a further demonstration of the AkzoNobel Sustainability Strategy.

"The incorporation of PCR into our containers is an important part of our strategy but is also vital that practicality and quality are not compromised in any way," comments Stuart Beecher EMEA Technical Packaging Manager for AkzoNobel.

"RPC continues to prove that it has the technical and manufacturing skills to maximise the use of recycled plastics while ensuring that the containers remain reliable and fit for purpose."



Recycled content

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GRIP PACK IS THE NEW LOOK

RPC Kerkrade has developed an attractive and user-friendly polypropylene bottle in two sizes to meet the differing requirements of specialist bakery, confectionery and ice cream ingredients manufacturer Dreidoppel of Langenfeld, Germany.

The larger 950ml version is blow moulded in monolayer polypropylene for the company's Pastarom Classic range of flavours, supplied to wholesalers, while the co-extruded multilayer 475ml bottle has been created for the Pastarom range of ice cream and dessert toppings for the foodservice sector.

Both bottles are produced in white with a large label area. The stylish curved 'grip pack' design features indented sides with ridges that make the bottle comfortable to hold and product easy to dispense for accurate portion control. The flip cap features a nozzle that can be tailored to different dosing requirements.

The smaller size bottle incorporates a multilayer PP/EVOH/PP construction to give the flavours an extended ambient shelf life of up to 18 months. Both packs are suitable for hot filling.



The design concept for the bottle was devised by Dreidoppel to create an appealing look that at the same time offered maximum convenience for end-users. RPC Kerkrade worked closely with the company in the final development stages, adding the grips on the side to enhance ease of handling.

"The new bottles ideally reflect the quality of our products, and their user-friendliness further enhances brand image," comments Dietmar Hartkopf of Dreidoppel.

"We are delighted with RPC Kerkrade's contribution to this project."

Pastarom Classic is available in ten flavours while the dessert toppings feature four popular varieties, Chocolate, Caramel, Raspberry and Strawberry.



Fresher for longer

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RPC HELPS TO CREATE THE ULTIMATE ANSWER TO LAWN SPREADERS

The manufacture of the innovative lightweight pack for Westland's new Aftercut Even-Flo lawn spreader, incorporating an inter-changeable handle with integrated spreading chute, is the result of close co-operation between two RPC Containers sites at Rushden and Market Rasen.

Westland's Aftercut Even-Flo spreader is the next generation of lawn spreaders, created to help gardeners revitalise, rejuvenate and bring more life to their lawns. To reflect this positioning, the company required a pack that is market leading in its functionality and design. Key criteria were to ensure the most even spread of granules during spreading, for the dispensing system to be reusable, and for the refill bottle to be as lightweight and cost-efficient as possible.

The new pack was designed by Webb deVlam. RPC Design subsequently worked with the consultancy and Westland to take the concept to the manufacturing stage. The eye-catching container features curved lines and a large labelling area for effective impact on-shelf. The interchangeable handle latches onto the container and then flips open for distribution of the granules; it can be easily transferred to refill packs used with any of the four Aftercut lawn care products. The handle employs a dispersing ball device within the nozzle, which creates a perfect, even spread of granules across the lawn for the best results.

"This is a very innovative concept and as such provided one of our most challenging and complex projects in order to ensure that the final pack offered all the advanced features of the original design," comments RPC Design Manager Brian Lodge.

The container is blow moulded in HDPE by RPC Rushden. Advanced manufacturing techniques help to maintain the strength of the pack while minimising its overall weight to ensure ease of handling for the end consumer. Hi-tech injection moulding equipment at RPC Market Rasen produces the polypropylene dispensing handle, as well as transit caps and baffles for the refill packs.



"We have enjoyed a long-standing working partnership with RPC and the company has a good understanding of our business, which is critical in the successful development of new packs," comments Adam Long, Product Manager for Lawn care at Westland.

"As well as playing a critical role in taking this innovative design from concept to reality, this project required the various RPC sites and departments to work as a cross-functional team, particularly to meet our strict deadline for market launch. In achieving this, RPC's knowledge, expertise and management of the task really shone through."

Westland's Aftercut is available in four versions – 3 Day Green, All in One, Lawn Thickeners and Patch Fix. The launch is being supported with a £1m TV campaign.

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ACCURATE INHALATION WITH AN ADDED TWIST

RPC Formatec, part of the Bramlage-Wiko cluster, has extended its range of inhalation systems with the introduction of the innovative Twist'n'hale solution.

The new system has been created for blister-based powders and offers a simple-to-use operation across a wide range of different flow rates.

The Twist'n'hale features a turning wheel on the side of the container. When the cap is opened, the wheel is rotated clockwise in a single movement up to the stop point, which releases the dose. Users then inhale and close the cap.

Usage is monitored via a dose counter and reloading the dispenser is easy.

The patented multidose inhaler offers excellent accuracy of dosing and dispersion over a wide range of flow rates (RSD prototype <8%) and meets EMEA and FDA requirements on DCU. It delivers a consistent fine particle fraction (% aerosolised particles <5µ).

Twist'n'hale is suitable for adhesive types of powder blends and a variety of drugs, and can be tailored to different dosing amounts. A choice of decoration options is available to personalise the dispenser for individual medicines.

RPC Formatec has over 30 years experience in the development and manufacture of inhalation systems. Alongside its range of standard products, the company works with individual customers in the creation of bespoke solutions to meet precise drug specifications.



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APOLLO TAKES LONG SHELF LIFE CONVENIENCE TO A NEW LEVEL



Fresher for longer

RPC Containers Corby has launched a modern plastic alternative to the traditional tin can. The new 380ml Apollo container combines extended ambient shelf life with all the established lightweight, easy handling and safety benefits of plastics and also offers the convenience of re-closing.



The high barrier Apollo features a PP/EVOH/PP multilayer structure for the effective protection against oxygen ingress that ensures long shelf life. It is suitable for a variety of food processes including hot fill, retort and pasteurising. The container offers an attractive, fluted design in the same diameter as a can, with full sleeving and labelling options to create effecting branding and on-shelf appeal. It is also stackable to maximise shelf space.

The neck of the Apollo container is specifically designed for the Aptar Bar® Trilogy® closure, which ensures excellent pack integrity and product freshness. The foil seal features a plastic ring pull for easy opening and there is an overcap for re-closing, which minimises food waste.

The lightweight pack is highly resistant to breakage and denting and avoids any sharp edges to provide maximum safety and convenience in the home.

"We are continuing to push the boundaries of what can be achieved in barrier plastics," comments RPC Corby's General Manager Michael Stegeman.

"The Apollo offers all the established benefits of multilayer plastic in a popular container format. Just as important are its sustainable advantages of extended product shelf life, reduced food waste and light weight, which underline its relevance in today's environmentally-aware markets."

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A WHEELY WONDERFUL PACK!

A new custom-designed PET bottle from RPC Containers Llantrisant is being used to ensure ultimate on-shelf impact for the new premium Wonder Wheels car care range from Tetrosyl.



Wonder Wheels is fast becoming one of Tetrosyl's leading brand names and the consumers' choice for wheel cleaning and enhancement, having won the prestigious Auto Express Product Honours Award for wheel cleaning 13 times.

Products in the new Wonder Wheels car care range have been devised by Tetrosyl's in-house technologists, carefully fusing traditional ingredients with the company's unique patented advancements in technology to create what is claimed to be the finest automotive finishing range available today. As such, Tetrosyl wanted a bespoke pack design that conveyed the uniqueness and high quality of the various products.

The 500ml bottle is finished in a striking silver pigment and the rounded shoulder design maximises on-shelf presence. This is further enhanced by large adhesive labels with strong graphics and blocks of colour that distinguish the many variants in the range. The lightweight bottles and large surface area also ensure ease of handling for maximum consumer convenience.

The neck can take either a flip top cap or trigger spray depending on product dispensing requirements.

"Wonder Wheels is an exceptional brand and therefore worthy of its own unique bottle," explains Sarah Taylor, Tetrosyl's Valeting Product Manager.

"We have enjoyed previous success with RPC designs so the company was the natural choice to develop the new pack to ensure the range gets the attention it deserves."

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CASSEROLE PACK MAKES A TRADITIONAL IMPRESSION

RPC Barrier Containers has developed a long shelf life ambient packaging solution for a range of ready meals produced by French foodservice specialist Soulié Restauration, part of the William Saurin Group.

The 600ml oval tubs are thermoformed in multilayer polypropylene by RPC Bebo Plastik, with the matching lids injection moulded in PP by RPC Bramlage. The barrier pack provides a shelf life of up to 18 months for the ready-to-heat typical French recipes.

The custom-designed tub and lid have been created to resemble a traditional casserole pot and are coloured red or yellow depending on the product. The eye-catching colours and innovative design help to create on-shelf impact and brand differentiation in a highly competitive market sector.

The ready meals are retorted in the tub after filling. The technical skills and close co-operation between the two RPC sites help to ensure that the lid remains closely fitting after the retort process.

"We have a high level of confidence in both RPC's technical and creative capabilities and their ability to develop workable solutions in line with our objectives," comments Philippe Lalere, Marketing Director, William Saurin.

"This latest project is a further example of the successful working partnership that we have enjoyed since 2004."



Fresher for longer

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RPC IS A CUP WINNER FOR KLIX

The new larger drinking cup from KLIX, the UK's number one in-cup vending solution, is the result of the close working partnership between Mars Drinks and RPC Tedeco-Gizeh.

The two parties have collaborated in the development of the cup in response to Mars' plans to launch exciting new drink flavours into the marketplace utilising a freshly designed larger cup.

The new cup provides an additional 20% volume while offering full backward compatibility with the existing vending machine specification, enabling operators to incorporate the new size alongside the successful standard cup without having to upgrade or replace their equipment. The introduction of the larger cup now gives consumers a wider choice across a range of coffees and speciality drinks.



The custom-designed cup features a ribbed central area for easy and comfortable handling and is embossed with the KLIX logo. RPC Tedeco-Gizeh worked closely with Mars Drinks to ensure that the project was completed within the customer's tight timescales and stringent quality requirements.

"Mars Drinks has a long-standing relationship with RPC and the company has consistently demonstrated excellent quality and delivery performance as well as the ability to innovate," comments Julian Barker, Mars Drinks' Commercial Manager.

"RPC was therefore the ideal partner for our new cup project and its success and the positive reaction from the marketplace show that we made the right choice."

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RPC BRAMLAGE-WIKO CONTINUES TO IMPRESS

RPC Bramlage-Wiko continues to enjoy growing market success with product developments which bring significant advantages to both brand owners and consumers.

Twist Up – a standard range of airless dispensers whose action delivers both speed of convenience for consumers and enhanced marketing opportunities for personal care brands – has been welcomed into the market.

Twist Up works by turning the upper part of the container to reveal the dispensing head. As a result, the overall pack can mimic the appearance of a conventional overcapped dispenser to match product range branding while offering fast, convenient access to the product. In addition, the dispenser automatically closes in the 'down' position to protect contents.

Three standard sizes are available: 20ml, 30ml and 50ml. Several decorative options are available to customise the container, including foil stamping of the twistable upper section.

Meanwhile the thick-walled glass effect of the Empress jar is attracting customers including Nivea Visage Expert Lift, as it combines a luxury appearance and feel with less weight than glass. While the overall pack achieves a "glass effect," the use of plastic also offers significant shatterproofing advantages that make it safe and practical both for the end user and in the supply chain.

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POTS OF CONVENIENCE

A new 250ml multilayer pot from RPC Verpackungen Kutenholz is delivering convenience, safety and extended shelf life for a variety of food products from leading Dutch manufacturer Van der Kroon Food Products B.V.



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The standard container has been developed by RPC Kutenholz in partnership with Van der Kroon. The plastic jar and lid offer a number of important benefits that make it ideal for many different products such as sauces, dips, fish and meat.

Its multilayer PP/EVOH/PP construction and ability to be pasteurised and sterilised deliver an extended ambient shelf life of up to two years depending on the product. The container is also sealed with an induction heat seal foil which is incorporated into the cap, supplied by Pano.

Equally important, because the pack is lightweight and does not break, it is suitable both in and away from the home, for example at parties, picnics, concerts and all types of outdoor events.

The new pot also offers the convenience of easy opening and re-closability, and can be microwaved.

RPC Kutenholz was selected for this project thanks to its established reputation in the design and manufacturer of multilayer bottles and jars.

"We have enjoyed a successful working partnership with RPC Kutenholz and the new container offers the perfect combination of functionality and product protection," comments Van der Kroon director Dennis van der Kroon.



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MINI-SQUEEZE BOTTLES LOOK GOOD ON ANY TABLE

300ml multilayer bottles from RPC Containers Corby's Hercules range have been selected by Swiss specialist in condiments and sauces Reitzel for a new handy-size pack for foodservice operations.

Five classic sauces – ketchup, mayonnaise, Dijon mustard, mild spicy mustard and tartar sauce – have been launched by Reitzel under the Hugo Reitzel brand. The practical, easy-squeeze Hercules bottles combine a user-friendly design with an attractive appearance, enhanced by large, colourful adhesive labels, to create a smart and stylish pack for guest tables or at the buffet. Reitzel has also produced a special three-bottle holder for restaurant tables.

The multilayer PP/EVOH/PP construction of the bottles gives the products an extended ambient shelf life, while the top down design helps to ensure complete evacuation of the product with no wastage. The lightweight bottles are also easy to handle for accurate portion control, while the tight fitting closure keeps the opening clear and clean.

"The Hercules bottles offer both style and convenience and the 300ml 'Mini Squeeze' size is ideal for all types of restaurants," comments Philippe Michiels of Reitzel. "Their extended shelf life and storage outside the refrigerator are added benefits."

The Hercules range, one of a number of standard multilayer bottle and jar ranges from RPC Blow Moulding, is available in four sizes – 300ml, 452ml, 670ml and 960ml.



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Fresher for longer

YAMAHA EUROPE MOTORS LAUNCHES 1L AND 4L YAMALUBE

Containers from RPC Gent are playing a central role in the new marketing of Yamaha's successful Yamalube range for motorcycle and watercraft engines.

New and innovative pack design was a key part of the relaunch, so RPC and Yamaha Motors Europe worked very closely together to create a futuristic custom design for the range, which encompasses bottles in 1L and 4L sizes.

And to co-ordinate with Yamaha's marketing, the colour, as well as any symbols, needed to represent different

Yamaha vehicles in a particular way, partly for internal recognition but mainly for consumer convenience.

The bottle design also needed to incorporate a labelling area large enough to accommodate Yamalube's eye-catching graphics.

Yamalube products are engineered to prolong the life of Yamaha engines and their appearance on shelf is an important part of ensuring the overall product image.

The 1L bottle stands 212mm tall and 66mm wide, while the 4L variant is 291.4mm tall and 120mm wide. They are blow moulded in natural black using a custom mould and the range was launched in October 2012.

Founded in 1968, Yamaha Motors Europe is the regional headquarters of the Yamaha Motor Company in Europe.



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SUPERLIFT CONTAINERS CARRY BIOLOGICAL SAMPLES

The SuperLift container from RPC Superfos has helped to make the transport of organs and tissues from hospital to laboratory safer and easier by removing the need to use formaldehyde.

The Italian company Kaltek srl has serviced hospitals for many years with a range of professional and specialised solutions. One of them was to provide containers from RPC Superfos pre-filled with formaldehyde, a very toxic liquid that preserves biological samples. These containers were used to bring post-surgery tissue and organs from a hospital to a laboratory.

The positive side of formaldehyde is that it keeps organs and tissue intact; this is important when you have to transport these items for a medical analysis. The negative side is that formaldehyde is lethal even in very small quantities and therefore extremely complex to handle.

The owner and CEO of Kaltek srl, Dr. Lorenzo Cortelazzo, felt that something should be done to improve health and safety conditions for the hospital staff working with post-surgery biological samples. He explains:

"We noted the options which RPC Superfos offers the food industry in terms of long shelf life and oxygen barriers and then we made the connection from there to the biological samples. The idea was to treat organs and tissue in the same way as foodstuff, taking out and keeping out the oxygen of a container to preserve them that way and eliminate the use of formaldehyde."

Tests were made in cooperation with a partner from the filling equipment industry and were successful.

The result is a brand new system including a machine that can be operated by one person only. After excision, the organ or tissue is placed in the SuperLift container and a vacuum is created. Within seconds, the container is closed by heat sealing of an oxygen barrier film. For the special hospital service the SuperLift container is used in two sizes but with the same diameter so that it is easy to operate the sealing machine at all times.

The grip of the container makes further handling easy and the SuperLift container has a large area on which hospital staff can insert data to identify the biological sample.

Dr. Cortelazzo says it has been a pleasure to cooperate with RPC Superfos.

"The first reactions that we have received from users at the hospitals have been very good. Our project has been met with huge interest and we trust that we are on the right track."



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INSTANT COCOA MOVES FROM CARDBOARD TO PLASTIC

Spanish Chocolates Santa María has switched the packaging of its high quality instant cocoa from cardboard to a plastic container from RPC Superfos.



The family-owned company has successfully sold instant cocoa for decades in Spain but felt the time was ripe for a change. To keep attracting customers and distributors and to offer a fresh, user-friendly packaging, Chocolates Santa María decided to move to RPC Superfos's UniPak 1580 ml/133 mm plastic pot.

"Our product sold well before, but with UniPak we hope to increase the number of distributors and thereby get an increased market share," explains General Manager Javier Morales. "The former packaging was a cardboard box with a metal bag inside with 1 kg of our instant cocoa. Now, we have the same amount of instant cocoa directly versed into the plastic pot from RPC Superfos. It is practical and time saving at the filling line and easy to use at home, in cafés and in catering companies."

Javier Morales says that the conical shape of UniPak means that it stacks easily whether full or empty, meaning stocking and transportation operations have been optimised. Distributors have reacted positively, as they find UniPak more modern and convenient, because of the safe and tight snap-on lid. The product stays hermetically inside the packaging.

The sweet instant cocoa from Chocolates Santa María has all the globally well-known virtues of cocoa, but also another quality: it is produced in a factory free of gluten, milk and nuts. This means that it is suitable for people with certain food allergies. In addition, the instant cocoa does not contain either preservatives or food colouring. The practical and user-friendly packaging now adds to these unique selling points. The design and look of the former packaging has been kept basically unchanged, even though today the material is completely new.

"We did not want to create any confusion on the market so we are happy about the decoration options through In-Mould Labelling which allows us to continue with the well-known design and the red colour, which is linked to our passion and dedication for more than 100 years in the business," says Javier Morales. "Our popular, high quality product now comes in a modern image packaging of high quality. We like it, distributors like it and consumers like it."

He adds that he has been very pleased with the service and quality control performed by RPC Superfos throughout the process of change.

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AWARDS SPONSORSHIP CELEBRATES DESIGN PARTNERSHIPS

For the second year, RPC Group is sponsoring the Packaging category of the prestigious Design Week Awards.

Organised by Design Week, which is read by designers throughout the world and provides a source of news and commentary and a showcase of the best international work, the awards celebrate the most outstanding achievements across all design disciplines.

RPC has over the years been involved in the design and development of many innovative packs, with RPC Design often working closely with customers and external agencies to help bring ideas and concepts to manufacturing reality.



"Successful packaging design requires a combination of blue-sky thinking and practical understanding and RPC is uniquely positioned to be able to contribute to both parts of the process," comments Brian Lodge, RPC Design Manager.

"We are delighted to support the Design Week awards, which also underlines the importance we attach to successful partnerships in the development of groundbreaking new packs."

RPC JOINS RECOUP

As part of its sustainability programme, RPC Group has become a member of Recoup, the plastic recycling charity. In addition, David Baker, General Manager of RPC Bebo UK, has joined the Recoup board to help guide the strategies and policies behind the charity's work.

Recoup was formed in 1990 and continues to work across the entire plastic supply and recycling chain as an independent organisation, to ensure the maximum amount of plastic packaging is recycled or recovered within practical, and economically viable systems.

"Public and client concerns and questions around plastics and sustainability are still growing," comments Stuart Foster, Recoup Chief Executive. "Yes there are significant challenges to overcome, including achieving the new UK targets for plastic packaging recycling. But with the support of pro-active organisations such as RPC, we have a genuine opportunity to make a difference and for the various sectors to work together for the greater good of plastics recycling."



RPC is committed to promoting the many sustainable benefits of plastics packaging, including its recyclability, through its Sustainability Matters programme.

"There is still much work to be done to ensure plastics are seen in a more positive light," says David Baker, "but Recoup's achievements over the past 23 years have undoubtedly made a significant contribution to creating greater awareness and understanding of the material's recyclability, and we look forward to helping to build on this success."

RPC TEDECO-GIZEH ON SHOW

RPC Tedeco-Gizeh France, in association with RPC Tedeco-Gizeh Offenburg, attended the biggest French exhibition dedicated to take-away food and sandwich sales.

The Sandwich & Snack Show 2013 in Paris brought together the main packaging manufacturers with large and small food processing and product companies specialising in snacks, sandwiches and takeaway food in general.

A large part of RPC Tedeco-Gizeh's wide range of single-use packaging and cups for the French market was exhibited on the stand. Among the products were glasses for beer and cold drinks as well as the whole range of plastic and cardboard cups for hot drinks. The option to personalise the cups using printing or embossing was particularly appreciated.



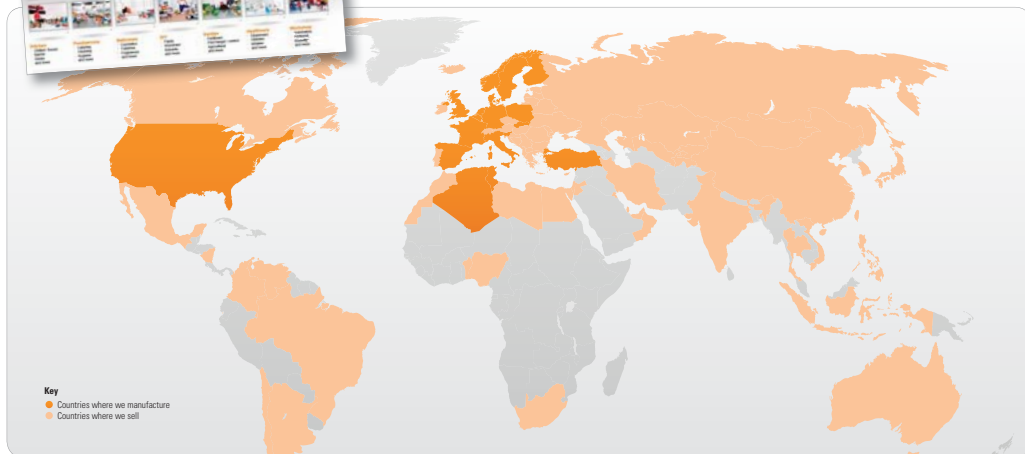
The stand also highlighted the range of options offered by RPC Tedeco-Gizeh, from ECO ranges of white tableware to luxury products designed for caterers; small glasses in various shapes and silver plastic lids to glasses and champagne flutes, as well as more elaborate designs.

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The new RPC Group website has been designed to be as user-friendly as possible, enabling visitors to very quickly find the information they want, whether searching for details of a specific pack, browsing the company's capabilities in a particular market sector, or finding out the latest news and developments throughout the group. It is available in English, French and German.



Looking for plastic packaging...
... The new RPC website is all you need
www.rpc-group.com



Key
● Countries where we manufacture
○ Countries where we sell

BRC ACCREDITATION FOR BEBO FRANCE

The two French manufacturing operations of RPC Bebo, at Troyes and Bouxwiller, have both achieved BRC/IOF accreditation, confirming that they operate to the highest food hygiene requirements.

The BRC (British Retail Consortium) Global Standards are a leading product safety and quality certification programme. They are used by certification bodies across the world to enable suppliers to achieve certification against a globally recognised standard and to ensure that best practice is established and maintained.



The BRC/IOF quality accreditation is part of RPC Bebo France's commitment to continuous improvement in food safety and hygiene to meet the strict requirements demanded of food packaging in today's competitive markets.

As part of the certification process the sites have implemented a variety of projects and initiatives including 5s, hygiene training, HACCP risk analysis and the establishment of a new production site for RPC Bebo Troyes at Saint Thibault. Accreditation was achieved last December following an independent external audit by AFNOR.

"The BRC/IOF accreditation is confirmation of the success of the many best practices that we have introduced in recent years," comments Thierry Bernet, General Manager, RPC Bebo France. "As well as consolidating our position in existing markets, it will also enable us to develop opportunities in new and emerging sectors of the food industry."

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'FRESHER FOR LONGER' HIGHLIGHTS PACKAGING'S PROTECTIVE ROLE



Storing our food in its packaging can help keep it fresher for up to two weeks longer and save the average family up to £270 a year. But a WRAP report – Consumer Attitudes to Food Waste and Food Packaging – produced in partnership with INCPEN, The Packaging Federation, Food and Drink Federation (FDF), Kent Waste Partnership and British Retail Consortium (BRC) showed that only 13% of us realise that packaging can play an important role in protecting food in our homes.

The report suggests that food retailers, manufacturers and their trade associations should raise awareness with consumers about the existing innovations in packaging, food labelling, and design that have been made in the last few years and how to keep food fresher for longer. Not surprisingly the research found that, after price, freshness and how long food lasts for are the most important factors for consumers.

As a result, WRAP – through its 'Love Food Hate Waste' initiative – has launched a new consumer campaign 'Fresher for Longer' which highlights the benefits of packaging in keeping food fresh not only during transport to and in the store, but also in the home.

Richard Swannell, Director of Design and Waste Prevention at WRAP said: "Food waste is an enormous problem that needs tackling throughout the whole supply chain. With 7.2mt of waste occurring in the home, our latest report has investigated consumer awareness around packaging, and how storing food effectively can help reduce that waste. By working with companies and industry bodies, we can help consumers to take advantage of recent innovations and keep food fresher for longer."

Dick Searle, Packaging Federation stated: "The Packaging Federation is very pleased to be working with this wide stakeholder group to examine the role of packaging. This will help enable us all to reduce food waste. The Fresher for Longer campaign will highlight the ways that the food that we buy can continue to be well protected until it is eaten."

RPC is a member of INCPEN and The Packaging Federation.

Katherine Fleet, RPC Group's Sustainability Manager, says that the Fresher for Longer campaign underlines one of the key messages in RPC's own sustainability programme. "We have long promoted the benefits of our packaging, particularly our barrier solutions, in delivering effective product protection and extended shelf-life and how this can be an important element of a company's sustainability programme.

"We believe manufacturers and retailers are increasingly aware of packaging's very positive role in helping to reduce food waste; the 'Fresher for Longer' campaign will now help to take this message to the end consumer."

RPC WILL BE EXHIBITING AT THE FOLLOWING FORTHCOMING EVENTS:

LUXEPACK NEW YORK
Luxe Pack, New York, USA
15th & 16th May 2013
RPC Bramlage-Wiko

International AVEX 13
AVEX, NEC, Birmingham, UK
11th - 13th June 2013, RPC Tedeco-Gizeh

Cosmetic Business
Cosmetic Business, Munich, Germany
13th & 14th June 2013
RPC Bramlage-Wiko

UP
MakeUp in Paris, Carrousel du Louvre, France, 20th & 21st June 2013
RPC beauté

PACKAGING
Eurasia Packaging 2013, Istanbul, Turkey
12th - 15th September 2013
RPC Superfos Region South East

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www.rpcmatters.com



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