

Fabri-Kal announced the availability of FREE Greenware® merchandising materials. Each merchandising piece will help spread the message to the operator's customers about Greenware products. The merchandising bundle includes: Window/door cling; table tent; coaster; sticker; front of the house poster; and back of the house poster. To order your free Greenware® products merchandising bundle, email Fabri-Kal at samples@f-k.com.



Hoffmaster® has expanded its line of CaterWrap® to include their new Metallic cutlery. Metallic cutlery offers the convenience of a disposable product with the shine and elegance of actual stainless steel cutlery.

CaterWrap provides patrons in self-serve and buffet venues an upscale, elegant, single-service sanitary cutlery wrap option while eliminating the need for servers to prep linen and wrap silverware, saving labor and time. Hoffmaster is offering two CaterWrap product options with Metallic cutlery, including the traditional Linen-Like napkin and the all new FashnPoint napkin. Each option features a shiny knife, fork and spoon wrapped in a dinner napkin and a high gloss interlocking napkin band. Linen-Like napkins provide a high quality, convenient replacement for linen while FashnPoint napkins are softer and better on cleaning up after messy foods, and both provide an affordable alternative to linen. For more information contact Hoffmaster at (800) 327-9774 or send an e-mail to marketing@hoffmaster.com.



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Georgia-Pacific Professional announces the release of "Sip Away™", the company's new stock cup design for the DIXIE® PerfectTouch® Insulated Cup. Georgia-Pacific Professional developed the "Sip Away" cup design with bright, contemporary colors to compliment the cup's product packaging. The design marries eye-pleasing design with unique construction and an ultra-durable, polylined, non-slip finish to give customers a high quality and attractive solution on-the-go. The insulating capability of PerfectTouch keeps beverages hot while the heat-shielding outer lining keeps hands cool, eliminating the need for double-cupping or protective sleeves. Operators benefit from the cost, shipping, handling and storage efficiencies too. The attractively designed "Sip Away" PerfectTouch Insulated Cup will be available in all popular sizes (8-, 12-, 16-, 20- and 24-ounces). Operators also have the option to customize the cup with their own branded custom graphics. To learn more call 866-HELLO GP (435)-5647 or locate the foodservice section of the <http://www.gppro.com> Web site.



GreenDustries Packaging is proud to launch the PleatPak™ and Magic Bag™ in North America — innovative, consumer friendly and environmentally responsible packaging for sandwiches, French fries and finger foods. Our packaging has a positive effect on restaurant operations — fast package times, less trash, less storage space. The unique lateral pleats hug the food, holding ingredients together and keeping food hot until the last bite — with no mess. The PleatPak for sandwiches protects food quality as well as

enhances customer satisfaction by making it easier and neater to eat large, messy sandwiches. The Magic Bag is fun and creates a practical pouch providing a holding environment that keeps fries/finger foods crispy and hot longer. Both products offer a "greener" solution than traditional flat wrap, clamshells and paperboard fry cartons because the innovative design requires less substrate to be used and are made with 100 percent post industrial/pre-consumer recycled lightweight paper that is FDA approved for food contact with complete traceability. Both the PleatPak and Magic Bag are cost-effective, operationally sound and can reduce costs by maximizing efficiency at the restaurant level as well with freight and distribution. For more information please visit www.greendustries.com or call at (954) 381-4600.



Anchor Packaging reduced the carbon footprint of its ValueWrap by eliminating 44 percent of the corrugated cutter box dispenser. ValueWrap is Anchor's newest line of plastic food wrap cutter boxes. An all-purpose, tinted, foodservice film with excellent cling properties, ValueWrap provides outstanding clarity and protection for foodservice professionals. The heavy-duty, self-dispensing cutter boxes come with lock top design, improved film exit slot and hand holes for easy transportation. The extended front flap allows the box to maintain structural integrity, and includes a standard, full-length cutting blade with an improved cutting edge. The slimmer design of the boxes provides greater value and allows more product per pallet for less warehouse storage as well as allowing more product per truck (reducing fuel consumed). Film rolls are mounted on roller-core plugs for ease in dispensing and to reduce drag. For more information, contact Steven J. Eck at (314) 822-7800 ext. 2135 or steven.eck@anchorpac.com.

WNA announces the recent development of Hormel's new deli meat, cheese and cracker party tray.

The new stylish square tray has individual compartments to separate the contents of the party tray for better, more effective merchandising. Customers can now see all three items in the tray. WNA created a square lid with a unique corner tab snapping feature to seal freshness and secure closure during transport. The lid includes undercuts in the center to insert the product label.



WNA introduces the PartyPlate™, a unique disposable dinnerware solution that provides the plate, side compartments, napkin/stemware holder and cutlery all in one product. Versatile by design, the PartyPlate, available in black, clear, tinted red and tinted blue, offers users the ability to snap off the fork, knife and spoon, then snap them back onto the plate for added convenience and ease. The two compartments keep condiments, sauces, desserts and sides separate from the main entrée. The heavyweight, sturdy construction ensures confidence during use and withstands hand washing for reusing. The clear PartyPlate lid simplifies and

enhances to-go and pre-packaged/"boxed" lunch meals. Covering the entire PartyPlate, including utensils and side compartments, the lid enables operators to stack plate/lid combinations for stocking and storing convenience. Imprinting the bottom of the plate is available on the clear, tinted red and tinted blue plates. Customize your message or add your logo for a long lasting impression.

For more information about any of WNA's products, please contact a local foodservice or paper distributor, WNA at (888) WNA-CUPS or visit the WNA Web site at www.wna.biz.

HAVI Global Solutions in conjunction with The Seda Packaging Group developed and manufactured this creatively designed sandwich wrap container for the McDonald's Austrian market in support of a new product launch. Key design elements utilized in the package deliver significant shipping and storage efficiencies throughout the supply chain while providing consumers with a convenient and portable package from which to enjoy the product.



HAVI Global Solutions in collaboration with Pactiv Corporation developed this unique and highly innovative package format.

The Convertible Clamshell delivers multiple benefits throughout use from production to consumption. This patent pending design has attributes that deliver upon operational and consumer needs by allowing for the product to be assembled within the package and promoting an easy plate-like eating experience for the consumer.

For more information about any of HAVI's packages contact Shane Bertsch, Sr. Director Global Innovation and Sustainability at HAVI Global Solutions; SBertsch@HaviGS.com.

Eco-Products® adds targeted solutions to its line of take-out containers made from renewable resources and recycled content.

Eco-Products is excited to announce the launch of four new containers designed to address specific operator needs. First, three sizes of PLA salad bowls (24-, 32-, and 48- ounce) are now available for pre-packaged salads and other cold foods. Second, three options for PLA lined sugarcane clamshells (8-, 9-, and 9-inch 3 compartment) are now available for to go food that has a high liquid content. Third, one size of clear PLA hoagie containers (9x5-inch x 3.5-inch) is available for sandwiches and wraps. Fourth, two sizes of 100 percent recycled PET premium containers (6- and 7-inch) are now available for operators needing a green solution for take-out food when viewability and heat stability are of critical importance. For more information on the complete line of packaging options available from Eco-Products, or for samples of these innovative additions to their product line, please contact wendell@ecoproducts.com or call (720) 542-6338.



Insights on... Innovation

By John Burke, FPI president

"Innovation – a method or product newly introduced."
-American Heritage Dictionary

Entrants in this year's foodservice packaging awards competition will notice something different –the competition's new focus on honoring innovation in foodservice packaging.

During the first eight years of the competition the program's focus was on packaging that drives foodservice sales, that is packaging so unique that consumers were attracted to the packaging as much as the food or beverage it contained. Most of the time this emphasis awarded packaging that was an integral part of marketing the foodservice operators' brand or business.

The result was awards for a four-foot-long pizza box, a beverage cup lid transformed into a music CD case, a suitcase for hamburgers, a hot sauce container shaped like a fire hydrant, a plastic "hand" for kids' chicken fingers, and a beautifully embossed souvenir beverage cup touting one of the Spider Man movies.

All of these award winning packages were fun; some were fantastic; and a few caused people to say "Wow! That's a really cool package."

But only in a few instances were award-winning packaging entries reflective of true innovation taking place in foodservice packaging itself. With this year's competition we hope to return the spotlight on such innovation by honoring packaging that, through design or manufacturing, represents noteworthy enhancement in the form or function of foodservice packaging products.

It is our anticipation that many of these innovations will not be immediately visible to consumers. Consumers notice a four-foot-long pizza box, but they probably won't notice a cup or lid design change that prevents spillage, or an improvement in

the sealing function of a hinged takeout package that keeps the hot things hot and the cold things cold.

But our industry members notice such things. They are called "innovations." They are changes, improvements in the way foodservice packaging is made or in the way it functions. Such

innovations make single-use products more sanitary, easier to use, less costly to manufacture, and increasingly, cause products to have a smaller environmental footprint.

Such innovations don't happen every day, or even every year. They aren't sexy and might not even be cool. They only make a packaging engineer say "Wow!"

But innovation in foodservice packaging is vitally important to the

future sustainability of the foodservice packaging industry, and that is why we will honor them.



FPI's Foodservice Packaging Innovation of the Year Award underway

With the publication of this issue of *Packaging Innovations and Insights*, the FPI Foodservice Packaging Innovation of the Year Awards are underway.

To have participated in the 2010 award, your company needed to submit an item to FPI's *Packaging Innovations and Insights* publication. This was the last issue open for the 2010 award. If your company had an item listed from April 2009-April 2010, you should receive an award application in the next few weeks.

Starting with the next issue, items submitted will be eligible for the 2011 award.

For more information on this new award, visit <http://www.fpi.org/EXPAGES/foodservicepackaging.asp>. For more information on *Packaging Innovations and Insights* and for deadlines for submissions, contact Caron Mason at cmason@fpi.org or call (703) 538-3550.