

Dunbia wins Sainsbury's award for innovation with packaging from Sharp Interpack

Dunbia has been awarded Sainsbury's 'Own Brand Supplier of the year 2009 – Best for Innovation' for two recent first to market products, with packaging from Sharp Interpack.

Dunbia's New Product Development Team was recognised for its creation of its slow cooking beef shin, tomato and thyme casserole and slow cooking lamb shoulder, mint and tomato casserole for Sainsbury's own brand. Dunbia worked with Sharp Interpack, who designed and developed bespoke packaging for the products.

Tom Brennan, design and development manager at Sharp Interpack's Bridgwater team lead the project. He explains, "We had a very specific brief from Dunbia to create a concept of 'two trays in one' to pack their value-add product. Our design team worked hard to create a bespoke product under tight production deadlines. We're delighted to have contributed to Dunbia's award – and to have been recognised for innovation."

About Sharp Interpack

Sharp Interpack is the UK's leading designer and manufacturer of thermoformed rigid plastic packaging for food and non-food use. They operate from three British Retail Consortium approved sites in Aylesham, Kent, Bridgwater, Somerset and Yate near Bristol. They have a sales office in the Netherlands to serve northern Europe and a sales office in Spain covering southern Europe. Sharp Interpack is the supplier of choice amongst the UK and Europe's leading brand of retailers and leads the way in environmental packaging.

www.sharpinterpack.com

About Dunbia

Over the years Dunbia has developed to become one of Europe's leading and respected suppliers of top quality beef and lamb products for the national and international retail, commercial and foodservice markets.

Whilst Dunbia is a multinational enterprise, at the heart it is still a family owned business rooted in down to earth values.

www.dunbai.com