

## **Sharp Interpack highly commended at The UK Packaging Awards 2009**

Sharp Interpack has been highly commended at this year's UK Packaging Awards in two categories – Rigid Plastics Packaging and Innovation of the year.

Sharp Interpack, Tesco and fish processor, Seachill, collaborated to deliver an improved packaging performance specifically for fish. The new packaging, the Sharpak 'F range', was designed to remove excess packaging and to improve material distribution and supply chain efficiencies. The new and improved product has since resulted in reduced truck journeys, material savings and a CO2e reduction of 47.7 tonnes - the equivalent to the weight of seven African Bull Elephants or one million miles travelled by Intercity train.

*Rebecca Scott, Packaging & Ingredients Buyer at Seachill* comments, "As a major supplier of pre-packed fish to Tesco, we know that the plastic tray is a critical component of packaging. Sharp Interpack came up with a Sharplok design that enabled us to remove the peach pad as well as introducing a significant weight saving and the introduction of recycled content in the packaging. We are very satisfied with the product and are pleased to say that we are continuing to work with Sharp Interpack and Tesco to research further initiatives."

Tony Manners, Sales Director, Sharp Interpack adds, "We are delighted to have been recognised in such reputable awards. The brief we received from Seachill was very specific and the team worked hard to reduce the weight of the tray. We are thrilled with the CO2e reductions that have resulted as a consequence of the new packaging and we are looking forward to researching new and innovative ways to beat these figures."

### **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](http://www.sharpinterpack.com)