

Technical Development

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“With the UK’s ever-ageing population, an increasing number of people struggle with everyday modern packaging. Crown Packaging’s ingenious EasyLift™ product tackles this important problem and their significant engineering efforts and expertise has led to the development of a highly commendable innovation.”

PPMA Show Exhibition Director Liz Finlay

Engineered with consumers in mind Gold

Name: Easylift™ Easy-open ends
Entrant: Crown Food Europe
User: Nestle Purina Petcare Europe
“Easylift™ is a real break through offering consumers real space to place their fingers underneath the ring of easy-open ends on processed food cans” – judges’ comment



Ideal for a wide range of processed or non-processed food applications including ready meals, fruits and vegetables, fish, dairy, pet food and dry foods, this development looks set to answer users’ complaints about broken finger nails and being forced to use tools to open the cans.

For full details see winner of the Gold Star for Consumer Products; and winner of the Special Award for Consumer Convenience.

Silver

Name: Tesco FormShrink™ Whole Chicken Pack
Entrant: 2 Sisters Food Group
User: Tesco
Packaging Supplier: Kerhalon UK
“A truly technically innovative pack for whole chickens with the very real benefit of reducing packaging material usage” – judges’ comment

The Tesco FormShrink™ Whole Chicken pack delivers a leap forward in whole chicken packaging. It is significantly lighter than current packs, with extended product life, less food wastage, better security and ease of opening.

The pack’s wrinkle free appearance is created through shaped cutting on a specially developed Multivac top and bottom forming R550 thermoformer and a special FormShrink™ film from Kerhalon. Chicken is loaded directly into the formed film, without the need for a tray. The Multivac thermoformer pulls a vacuum within the pack, including the bird cavity and gases the product before sealing. The packs are then cut using a profiled blade before passing through a shrink tunnel where the film shrinks back to give a smart wrinkle free presentation without crushing the chicken.



See also Winner of Silver Star Environment – New Developments sponsored by WRAP

Name: Parozone Weekly Shots Dispenser Pack
Entrant: Easibind (and CODA Plastics)
User: Jeyes
“A very consumer convenient brand extension” – judges’ comment



A full patent covers the design of the Weekly Shots pack, which delivers the contents securely, undamaged and ready for use.

For more information see also winner of Silver Star – Best Household Design; also winner of Bronze Component Development

Bronze

Name: Corrutex
Entrant: Easypack/POP Display Group

