

2010: Fresh for 10!

Fresh for 10 extends across all of RAP's many successful food packaging solutions which include Flexible Food Wraps, Hot Rap for hot cabinets, food trays for salad ranges and, most importantly, a new range of day fresh and Freshpack long life sandwich wedges. The range is also now available in printed Kraft and White.

The Freshpack long life range of sandwich wedges is the lightest cartonboard sandwich pack on the market. The entire Freshpack range carries the On-Pack Recycling Label (OPRL), a standard now supported by many major retailers and conforming to WRAP's strict recyclability criteria. The Freshpack range is widely recyclable, enabling each product in the range to be disposed of within the cartonboard stream of the large majority of recycling facilities in the UK.

A typical sandwich pack weighs some 17gms. RAP's existing range of sandwich packs, weighing a typical 13gms, was already the lightest cartonboard sandwich pack on the market. The Freshpack range is 15% lighter with all the associated savings in materials usage and transportation costs. Even if packs are not recycled but disposed of in a typical high street bin, the amount of waste is still significantly reduced over alternative cartonboard sandwich packaging.