

RAP celebrates global growth with senior appointments



Rapid Action Packaging (RAP) today announced four senior appointments to drive the company's international growth in 2015.

Carsten Vesper, formerly Head of Sales at ELLER foodPackaging GmbH, has joined RAP as Senior Director of Business Development in Germany, Switzerland and Austria, and is based in Munich.

Emmanuelle Scoatariu, most recently Head of Sales in France for Finnish packaging manufacturer and supplier, Huhtamaki, has joined RAP as Senior Director of Business Development in France and is based near Paris.

William Rogers, formerly of MeadWestvaco and Dunkin' Donuts, has joined RAP as Senior Director of Business Development in the USA and is based in Boston.

Nora Mariano, formerly of Glassolutions within the Saint-Gobain Group, has joined RAP's London headquarters and senior management team, as UK Operations Manager.

RAP combines technical, creative and commercial expertise to design and manufacture revolutionary

food packaging used in the UK by Waitrose, Tesco, Marks & Spencer, Sainsbury's, Pret A Manger, Costa Coffee and Starbucks.

Graham Williams, Chief Executive of RAP, said:

"We welcome Emmanuelle, Nora, Carsten and William to the RAP team. They bring diverse experience, creativity, and insight on the European and North American markets. RAP has a rich history of gaining inspiration from markets across the world and our success in 2014 has provided the perfect opportunity to strengthen our global presence, and take advantage of the strong foothold that we already have in these markets."

Julian Money, Founder of RAP, said:

"We plan to continue our global expansion in 2015, with product innovation once again the cornerstone of our growth. Food consumption markets continue to change at pace, enabling us to continue in our mission of challenging industry and consumer perceptions of what's possible in packaging."

Carsten Vesper, RAP's Senior Director of Business Development in Germany, Switzerland and Austria, said:

"I'm looking forward to joining Europe's number one packaging innovator and helping showcase their pioneering products, which I believe will make real waves across Europe this year. It's fantastic to join a company that is always ahead of the curve in identifying and responding to market change, and whose people have such a passionate commitment to solving packaging problems."

Emmanuelle Scoatariu, RAP's Senior Director of Business Development in France, said:

"I'm delighted to have joined RAP at such an exciting time in the company's growth. I believe that for consumers, the product is the packaging, so I'm looking forward to ensuring that RAP's idea-driven culture and innovative products further capture the imagination of the European market in 2015."

The new appointments build on RAP's strong performance in 2014, in which the company successfully



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launched a range of market-leading hot food-to-go and extended shelf life products. In 2014, RAP's Modified Atmosphere (MA) Carton Wedge increased a single client's sales by 60 per cent and the HotRap™ Paper and Film Laminate was shortlisted by the UK Packaging Awards.

RAP's packaging transforms product performance, reducing packaging costs and extending shelf life. The company's Softpack™ range offers an innovative packaging solution for a variety of chilled and hot foods. Examples within the range include HotRap™, which takes hot food-to-go from manufacture, to oven, display, and finally to the consumer, using a single piece of packaging, and HandRap™, a bespoke product offering complete flexibility to customers. All RAP products are engineered to save clients time, money and optimise food safety.

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**For further information or interviews please contact Chris Duncan at Cognition
on 01926 331298 or chris.d@cognitionagency.co.uk**
