

## **RAP Appoints Kevin Vyse as Head of Technical**

Rapid Action Packaging (RAP) has hired Kevin Vyse as Head of Technical.

Vyse joins the UK-based company from his previous position as Senior Packaging Technologist at Marks & Spencer where for six years he was responsible for fresh food packaging innovation, governance, and strategic implementation.

Chief Executive, Graham Williams, said: “I am delighted to announce the appointment of Kevin Vyse as Head of Technical at RAP. Kevin joins us with a significant amount of industry experience and knowledge and we’re delighted to welcome him on board,” he said.

“Kevin’s impressive background in sustainability will bolster the hard work and resources RAP is putting into helping businesses reduce waste and contribute to a circular economy,” he added.

Kevin’s career has spanned three decades in packaging design and development. He has worked for many of the best known brands in the UK and Europe as well as for manufacturers and retailers. He also wrote the Plastic Packaging Strategy for Plan A – an initiative by Marks & Spencer that called for plastic to become a circular industrial resource, rather than exportable waste or environmental pollution.

Vyse, who will take up his position on July, 1st said: “My new role at RAP is a great opportunity to help further RAP’s world-class research and innovation in sustainable food packaging. I look forward to contributing to our overall vision of quality assurance and material research,” he said.

As well as being on the board of the On-Pack Recycling Label – a non-profit UK-wide recycling scheme that helps consumers recycle more material correctly and more often, Kevin has also contributed to numerous advisory boards and committees on packaging. He is also a member of the UK government’s Advisory Committee on Packaging.

-- ENDS --

## About RAP

RAP is a market leader in the design and production of sustainable food packaging, with a focus on improving environmental and social responsibilities throughout the supply chain. A truly global organisation, RAP's headquarters and design and technical centre are located in London. It has two manufacturing capabilities in Ireland, and the ability to distribute on a global basis.

RAP offers unrivalled expertise in helping customers reduce waste and increase circularity by moving to inspiring, sustainable paper and cartonboard/film laminate packaging.

Much of RAP's award-winning, sustainable food packaging is used by leading brands such as Pret A Manger, Starbucks, Waitrose and M&S.

### **For press enquiries or further information please contact:**

Amy Rowe

+44 (0)1217 253929

[amy.r@cognition.co.uk](mailto:amy.r@cognition.co.uk)