

# RAP Unveils Unbeatable Product Portfolio at *lunch!* Show

September 2015 (London)

Rapid Action Packaging (RAP) will be showcasing a range of specialist foodservice packaging solutions at this year's *lunch!* show including the new and pioneering **MultiRap™**.

Marking another significant packaging innovation from RAP, the versatile solution is ideal for any meal at any time of day. With a 7.5" x 7.5" square design, **MultiRap™** is suitable for both hot and chilled food items such as burgers, toasties, bagels, breakfast rolls, pizza, fries, doughnuts and other sweets.

The sustainable pack combines a grease resistant bag with a wrap-around carbon board to enable easier handling for hot food so products can be served quicker. Designed with the consumer in mind, **MultiRap™** also benefits from a tear-off perforated strip to make food easier to consume on the move.

Delegates can visit stand **M318** to see first-hand how RAP's packaging transforms product performance, reduces packaging costs and extends shelf life. Groundbreaking products, on show alongside **MultiRap™** will include:

- **HotRap™** - an award-winning and unique solution that takes hot food from manufacture, to oven, to display in one easy process
- **HandRap™** - combines homemade character with exceptional ergonomics, making it ideal for eating sandwiches, wraps and tortillas on the move
- **MA Carton Sandwich Wedge** - the world's first hermetically sealed carton food tray, providing the absolute ultimate in terms of sealing in freshness and protecting from contamination

- **BagRap™** - a lightweight paper and film receptacle specifically designed to run down flow wrapping lines to form a bag that can be filled automatically, rather than a standard block bottom bag, which is filled by hand

**Graham Williams, CEO at RAP comments:**

“Over the last 12 months we’ve invested heavily to develop new features that add value for both brands and consumers. Many of these features are patent-protected, and represent some of the most game-changing breakthroughs in fresh food packaging in recent years. The launch of **MultiRap™** is no exception, and alongside our other unbeatable packaging solutions, we now have our most strongest product portfolio to date. The end result is tried and tested solutions that are continuing to push boundaries and deliver a significant transformation for some of Europe’s most well-known retailers, coffee shops and food-to-go outlets.”

For further information on RAP’s extensive range of products and services, please visit <http://www.rapuk.com>

**ENDS**

**For further media information please contact the RAP Press Office**

Jo Medlicott / Dan Hemming  
Cognition Agency  
T: +44 (0)1926 330800  
M: 07788910059  
E: [jo.m@cognitionagency.co.uk](mailto:jo.m@cognitionagency.co.uk)