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Olivine® Bags The Perfect 'to-go' Partner

Kent-based packaging innovator, Dempson Crooke, has teamed up with Solo Cup Europe to provide a neat and practical carrying solution for the Olivine® plus press & dress® cold food container. The Dempson Bag™ is a new style of paper carrier bag featuring a revolutionary new design that makes it the perfect partner for the Olivine® container in food-to-go outlets.

The unique, wide bottom of the bag and its curved sides mean it can comfortably envelope and stabilise the Olivine container when taken away from the retail premises in order to preserve the presentation and integrity of the food. Olivine® plus press & dress® fits perfectly in the base of the Dempson Bag™ in an upright position, making transport from the point of purchase to the point of consumption easy and hassle free.

Not only does the unique shape and styling of the Dempson Bag™ mean that the Olivine® container does not slip and slide around whilst it is being carried, its advanced design with no seams at the bottom also eliminates potential weak points. As a result, the bag is physically stronger than standard SOS bags and, due to this Dempson Crooke has been able to achieve environmental benefits through more economical use of materials.

With a bigger print face than traditional carrier bags, the Dempson Bag™ also provides additional marketing opportunities for the brand owner. Small quantities and bespoke printing are available. Customers may choose between internal flat tape or internal twist paper handles. In addition to stock sizes, the bag may be produced in bespoke sizes to suit a retailer's full range of containers.

This initiative is the latest in a series of innovations from Dempson Croke to support the food-to-go market sectors by facilitating a grab-and-go service. Paul Laskey, sales and marketing director of Dempson Croke explained, "With our heritage of innovation and years of experience in paper bag production, we are perfectly placed to design paper bags to carry containers of all different shapes and sizes. In this case, the Dempson Bag™ complements the shape of the Olivine® container much better than a rectangular carrier would, by opening out and shaping around the curves of the container."

Rebecca Turner, marketing manager of Solo Cup Europe added, "We're delighted with this development because it makes the Olivine® container even easier for the consumer to grab-and-go. Olivine® is all about meeting consumer needs and by teaming up with Dempson we've now ensured that the consumer can get the product safely and conveniently to the point of consumption. We think this is an exciting duo and will prove a hit with food-to-go operators."

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For more information, please contact Dempson Crooke Ltd on 01622 727027 or visit:
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Company Background

- Dempson Crooke Ltd is one of the UK's leading paper bag manufacturers, serving branded high street retailers and the food-to-go, catering and food processing sectors.