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### **Innovative Box Bag Retail Packaging from Dempson Crooke**

Is it a bag? Is it a box? No, it's the Box Bag – New point of sale retail packaging from Dempson Crooke.

Further developments in the design and specification of the Box Bag from specialist manufacturer of paper-based packaging solutions, Dempson Crooke, mean that this innovative product is now available in formats to suit the luxury retail/gift market.

Brand conscious retailers do not need to look any further for the perfect presentation of, luxury goods and gifts. The Box Bag is a block bottomed “SOS” style bag but, when folded, it takes the shape of a box. The Box Bag provides better gift style point of sale packaging than a traditional-style carrier bag and is more secure as it is not open at the top.

The Box Bag is currently available in two standard sizes, which, in its finished folded down form, measure 175mm x 100mm x 50mm and 240mm x 100mm x 50mm.

From this Dempson Crooke has now developed the expertise to devise tooling to produce the Box Bag in sizes suited to larger items or for bespoke use by branded retailers.

Retailers may choose to seal the smaller Box Bags with a label or decorative tape, but it is also available with pull-through handles.

The launch of Box Bag for the retail/gift market follows its success in other sectors. Originally developed in conjunction with one of Dempson's supply partners, the Box Bag has been very successful with a key distribution partner in the airline sector and Dempson is also developing its potential in food-to-go sectors.

Paul Laskey, sales and marketing director of Dempson Crooke explained, "Based on this success, we are confident that the Box Bag format now has the potential to be introduced to the luxury retail/gift sector. We believe that the unique product development experience Dempson Crooke has in this product, combined with our new, eight colour/high quality process print capability, can provide retailers with a further point of differentiation and brand value."

For more information, please contact Dempson Crooke Ltd on 01622 727027 or visit: [www.dempson.co.uk](http://www.dempson.co.uk).

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## The Box Bag from Dempson Crooke

### Notes to Editors:

For editorial, pictures or interviews please contact:

#### **Suzanne Howe Communications**

Tel: +44 (0)203 468 0923

Email: [info@suzannehowe.com](mailto:info@suzannehowe.com)

Twitter: @suzannehowecomm

Web: [www.suzannehowe.com](http://www.suzannehowe.com)

### 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.
- Founded in 1948, the company has grown to become one of the country's largest and most innovative bag manufacturers, with one of the widest product ranges in the industry.
- We produce a vast range of plain and printed paper bags, paper carrier bags, sheeted paper wrapping products and serviettes.
- We manufacture more than 25 million paper bags in our factories each week and sheet a further 6000 reams (almost 3 million sheets) of papers for the catering and retail sectors.
- We offer custom printing across our full range of products and have recently upgraded to an eight-colour printing press.