



12 February 2014

Perfect Cakes, Perfectly Delivered

The Dempson Bag, the latest innovation from paper packaging products manufacturer, Dempson Crooke, is the perfect solution for bakeries, delicatessens, takeaways and any retailer selling products in larger boxes or containers that need to lie flat when carried out. This includes cakes, chocolates, sushi, pizzas and any other takeaway hot food.

The revolutionary technology of the Dempson Bag has made it possible to manufacture a paper carrier bag with a uniquely wide bottom in tailor-made sizes up to 350mm. This enables delicate items or boxes of food to be laid flat in the bag, rather than risk being tipped on their sides in a traditional bag. Beautifully decorated celebration cakes may now be delivered to their parties in perfect condition, takeaway food arrives home looking as it did when prepared and the presentation of boxed chocolates still has the wow factor when the lid is removed.

What's more, the Dempson Bag is strong and visually impactful whilst also delivering additional cost savings and environmental benefits.

Unlike standard SOS bags the Dempson Bag has no bottom seam. This means Dempson Crooke has been able to reduce the weight of the paper used in the bag's construction whilst maintaining its strength. In turn, this enables better stock density, bringing savings on distribution and stock holding. These factors, together with the energy efficient production methods utilised by Dempson Crooke, mean the Dempson Bag can bring a greener footprint than traditional paper carrier bags.

The Dempson Bag also packs a powerful marketing punch with its large, printable surface area, which maximises the potential for brand marketing on a bag. Printing can be in up to eight colours, including the four-colour process. The bag features a turnover top, which adds strength to the opening as well as the opportunity to extend the printed bag design around the inside edge for further aesthetic appeal.

If the branding and design possibilities aren't striking enough, the Dempson Bag also has a streamlined look, which means it looks great from any angle. A range of different handle options provides the finishing touch.

Sales Director Paul Laskey said "With the Dempson Bag we have applied our heritage of innovation and years of experience in paper bag production to provide yet more solutions to retailers and satisfaction for their customers. Not only does the product arrive home in the same perfect condition that it left the shop but the Dempson Bag looks great too, so it has the power to enhance the retailer's branding whilst doing the job for which it was designed."

Ends



The Dempson Bag

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

www.dempson.co.uk

Notes to Editors:

For editorial, pictures or interviews please contact:

Suzanne Howe Communications

Tel: +44 (0)203 468 0923

Email: info@suzannehowe.com

Twitter: [@suzannehowecomm](https://twitter.com/suzannehowecomm)

Web: 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.