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### **Christmas Comes Early with the Dempson Bag**

Be prepared and make the most of Christmas sales this year with the revolutionary Dempson bag, which packs a powerful marketing punch with its larger, high impact printable surface area maximising the potential for hugely eye catching seasonal images from a cost effective, machine made paper carrier bag.

To achieve this striking appearance Dempson has supported the new Dempson Bag technology with investment in eight colour flexo printing capacity, including the ability to provide high end quality in process printing.

Paul Laskey, sales and marketing director of Dempson commented, "Now is the time when retailers need to plan ahead for Christmas and the quality of bag for such purchases should not be overlooked. With our heritage of innovation and years of experience in paper bag production, we are perfectly placed to supply paper bags that combine functionality, suitability for purpose, potential cost savings and environmental benefits with the ability to deliver powerful branding and marketing messages for the retailer or brand owner; a real bonus at Christmas time."

The Dempson Bag is stronger than a standard SOS bag because it has no bottom seam. This delivers the potential to reduce the weight of the paper used in the bag's construction whilst maintaining the bag's strength. The unique, lay flat construction of the Dempson Bag enables better stock density, bringing further cost reduction opportunities and environmental benefits on distribution and stock holding with reduced CO2 emissions. These factors, together with the energy efficient production methods utilised by Dempson, mean the Dempson Bag can bring a greener footprint than traditional paper carrier bags.

Investment in this new technology has enabled Kent-based packaging innovator Dempson to build even more flexibility into the design of its Dempson Bag, meaning retailers need no longer be limited to conventional set sizes. This includes the bottom gusset that can be produced to any size up to 350mm, making it perfect for larger fashion items, shoes, electronics and other consumer goods.

The bag features a turnover top, which adds strength to the opening as well as the opportunity to extend the print design around the inside edge for further aesthetic appeal. All of this is complemented by a range of different handle options – including twisted paper, flat tape and cord – providing the finishing touch.

Ends



The Dempson Bag

**Notes to Editors:**

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**Company Background**

- Dempson 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.