

12 November 2014

Dempson Bag now with rounded corners

Dempson has unveiled a new design modification to the revolutionary Dempson Bag paper carrier which packs a powerful marketing punch with its larger, high impact printable surface area and environmental benefits.

The latest constructional design of the Dempson Bag provides the option of having rounded corners at the base, at the top or in both locations. The rounded corners at the base of the modified Dempson Bag allow the bag to open more easily and to sit much flatter on its base for easier filling with bulkier items.

The revolutionary technology of the Dempson Bag is designed to provide carrier bags in tailor made sizes, including the potential for a uniquely wide bottom gusset that can be produced up to 350mm wide. Perfect for use by high street retailers, the Dempson Bag can carry smaller gift items, accessories, fashion items, shoes, electronics and other consumer goods – including larger items, even cakes and confectionery, which must lie flat when carried out of the retail premises.

Paul Laskey, sales and marketing director of Dempson commented, “These new innovations which were shown at Luxury Packaging 2014 and add to the novel design appeal of the Dempson Bag for image conscious brand owners. Combined with the superior quality 8-colour print capability at the Dempson Maidstone plant, provides the perfect platform for prominent branding in the high street.”

The Dempson Bag uses less paper than comparable conventional paper carriers and is stronger than a standard SOS bag because it has no bottom seam. This delivers the potential for additional savings through reducing 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 stockholding. These factors mean the Dempson Bag can bring a greener footprint than traditional paper carrier bags.

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 – twisted paper, flat tape, cord and ribbon providing the finishing touch.

Ends



The Dempson Bag with rounded corners

For editorial, pictures or interviews, please contact:

Michelle Brophy/Suzanne Howe

Suzanne Howe Communications


Tel: +44 (0)2034 680923

Email: info@suzannehowe.com

Twitter: @suzannehowecomm

Web: www.suzannehowe.com

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.
-  @Dempson_Ltd