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## **DEMPSON BAG TO MAKE AN IMPACT AT LUXURY PACKAGING 2014**

Visitors to stand E63 at this year's Luxury Packaging 2014 show will be able to see the revolutionary Dempson Bag – a cost efficient ground-breaking new machine made paper carrier bag concept from Dempson Ltd which packs a powerful marketing punch with its larger, high impact printable surface area and environmental benefits.

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 any larger items, even cakes and confectionery, that must lie flat when carried out of the retail premises.

Dempson's ongoing investment in flexographic process print technology means customers can benefit from superior quality 8-colour printing, including striking, photographic quality process print that will ensure their bags make an impact and stand out from the crowd.

Paul Laskey, sales and marketing director of Dempson commented, "We are very excited at the prospects for the Dempson Bag as the bag offers branding and marketing advantages, making a real point of difference compared with what is already available on the market. We believe it will prove a hit with UK retail brands and we had no hesitation in making the investment necessary to ensure that we could supply this bag exclusively to our customers."

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 stock holding. 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.

Luxury Packaging which is part of Packaging Innovations takes place at the Business Design Centre in Islington, London, on 30 September - 1 October. Dempson will be exhibiting on stand E63, where it will also be highlighting its innovative Box Bag to brand conscious retailers looking 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, which can also incorporate a handle, 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.

Paul Laskey said: "We're delighted to have the opportunity to showcase our range of innovative paper packaging solutions at this year's Luxury Packaging 2014 and to also share the floor with some of our key distributors. Visitors to our stand will receive a warm welcome from our team and will have a great opportunity to see our market-leading packaging concepts up close and find out how they could make a big and positive difference to their own business."

Ends



The Dempson bags

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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.
-  @Dempson\_Ltd