

Most Innovative Packaging Development

Sharpak

Fortis Family Barbecue Range



Sharpak has developed a range of high performance lightweight but strong trays for meat and poultry. These help packers across Europe to drive their factory efficiency and to comply with rigorous eco-taxes designed to cut the amount of packaging entering the waste stream, in response to the European Packing and Packing Waste Directive.

The Fortis BBQ range of trays has been developed working with Sharpak customers. Through significant investment in design and advanced software modelling skills, these trays are lighter and have a lower carbon footprint than previous designs, yet retain high strength, shelf life performance and packing line speed efficiency. The majority of meat processors have highly automated high speed filling lines, so it was essential, through the design process, that the Fortis BBQ range worked perfectly on customers' filling lines.

The Most Innovative Packaging Development category is sponsored by Protolan Ltd.



"We are delighted to be awarded the most innovative packaging award and wish to thank all our customers who worked with us to perfect the Fortis range of high performance lightweight trays."

Martin Taylor, Managing Director, Sharpak



Finalists:

Gressingham Duck Legs / Duck Breasts - Darfresh Packaging • Asda Butchers Selection
Chicken in a Bag - Faccenda Foods Ltd • Tesco Finest Connoisseur Collection - Lir