



30 January 2012

It's hip to be square: Tri-Star launches Artisan packaging for 'rustic' sandwiches

Tri-Star has teamed up with Anson to launch a ground-breaking new range of packaging for 'rustic' sandwiches – the hand-made, square-cut bloomer-style of sandwich that is currently all the rage in delis and discerning retailers up and down the country.

The new Artisan range comprises two innovative pack designs – the 'Bloomer U' and the 'Bloomer 2'. The Artisan Bloomer U is a flat structure with sides that click upwards to form a U-shape. This next-generation pack can be flow-wrapped, wrapped with polysheet or simply bagged. It protects the product while in transit and on display and ensures it is highly visible at all times.

The design of the Artisan Bloomer U also helps guarantee that the sandwich stays in great shape and that it is easy to pick up and put down, making it ideal for eating at the office desk or grazing in the park.

The Artisan Bloomer 2, meanwhile, is an off-the shelf pack boasting two cavities that are the perfect shape and size for square-cut sandwiches. Incredibly user-friendly, the Artisan Bloomer 2 is designed to be bagged but can also be flow-wrapped.

Created by Anson, one of the UK's leading packaging manufacturers, the Artisan range will be distributed exclusively by market-leading food packaging supplier Tri-Star.

Kevin Curran, managing director of Tri-Star Packaging, said: “Rustic and bloomer-style sandwiches have caught on like wildfire, proving that it really is hip to be square. Consumers love the way they look, feel and taste – and are often willing to pay a premium for them, adding value to the operator.

“However, to maximise sales of rustic sandwiches, it’s very important to sell them in the right kind of packaging. The Artisan Bloomer U and 2 packs are the perfect partners for rustic sandwiches. They’re superb quality, they look great and they offer outstanding levels of user-friendliness. It’s a winning combination that we believe will help sandwich outlets of all sizes to maximise their sales.”

Ends



Tri-Star’s new Artisan range of sandwich packs

For more information, visit: www.tri-star.co.uk
Tel: +44 (0)20 8443 9100
Or contact: **Suzanne Howe Communications**
Editorial, pictures or interviews - Leigh Jackson
Colour separations - Annie Charles
Tel: +44 (0)1732 875697
Email: info@suzannehowe.com
Web: www.suzannehowe.com