



W. K. Thomas

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FUSION by name, fusion by nature
The new WKT bowl that blends all that's best in style and versatility

WK Thomas has announced the FUSION bowl, a brand new food-to-go container that offers a comprehensive family of sizes and hot and cold lid options offering ultimate convenience and flexibility for hot and cold foods.

Subtle and stylish, the bowl-shaped container marks a clever coming together of materials, practicality and choice. This latest innovation fills a definite gap in the market with demand for round bowl-shaped products, that not only improves packaging performance but enhances the experience.

A family of four sizes of bowls come in either Brown Kraft or pristine White Board and are available with either PET lids for cold service or PP lids for hot service. The Brown Kraft version gives the container a distinctive artisan look and feel – ideal for natural, organic or healthy cuisines and ethically-sourced products. White, meanwhile, shows off salads or exotic ethnic food at its best.

Available in a range of sizes (500cc, 750cc, 1000cc and 1300cc) and lids. FUSION bowls offer the flexibility for virtually all meal sizes, from a cold salad snack all the way through to a piping-hot full meal. The PE-lined bowl is robust but comfortable in the hand and can be printed in multiple colours enabling customers to maximise branding and enhance shelf impact.

The bowl shape and stackable lid helps to maximise efficiency in storage for the foodservice operator. Simple yet sophisticated, the FUSION range reflects the care operators and consumers are taking with their grab-and-go food.

“FUSION ticks all the boxes on function and practicality and builds on-shelf differentiation. With new grab-and-go outlets popping up on almost every street, consumers and operators need something simple yet different,” says Des Thurgood, Sales Director, WK Thomas.

FUSION is just that. The key unique elements are the four round bowl sizes, two colours and the two lids, that combined offers unrivalled flexibility of portion size, on the shelf look and choice of hot or cold food service.

Ends



The FUSION bowl blends creativity, form and function for food-to-go

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Notes to Editors:

WK Thomas is one of the UK's leading packaging companies and supplies some of the biggest brands in catering, restaurants and travel. The family business launched in 1930 has grown into a multimillion-pound turnover powerhouse from its 7,000-pallet base in Chessington, Surrey, by remaining true to its core values of honesty, reliability and service excellence. It now forms part of the Bunzl Group and handles the purchasing, consolidation and distribution of a broad range of goods, from single-use paper, plastic and aluminium foil, to textiles and light equipment.