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### **Sabert wins New Product Award with Snap2Go range at 'The Sammies 2024' and strengthens senior sales leadership structure**

Sabert Corporation Europe has won the New Product category of The British Sandwich & Food to Go Industry Awards – The Sammies – with its innovative Snap2Go fully recyclable solution for chilled meals and food-to-go outlets.

“We are delighted that our new Snap2Go range has won this prestigious award,” said Sabert’s UK&I Managing Director and European Commercial Director, Alex Noake. “The Snap2Go tray combines an aesthetic and minimal design with maximum functionality featuring a unique clip-lid fit, plus great visibility thanks to its clear rPET lid – delivering on our promise to make food look great!”

The organisers of the awards said: “The judges thought Snap2Go was an innovative solution combining a base made from Forest Stewardship Council (FSC®) certified recyclable board with a recyclable rPET clip-lid made from a guaranteed minimum of 50% high grade, post-consumer PET bottle flakes.

“Snap2Go provides an airtight, stackable packaging solution with a nice design to enhance the food to go experience and improve sustainability. Easy to hold and fully recyclable, the product really hit the brief, and the ‘Let’s meet again. Recycle me’ messaging struck a chord.”

Refrigerator friendly, the multifunctional Snap2Go tray, with snug clip-lid is an excellent choice for all food-to-go applications from salads to chilled meals. For operators, it is easy to use, as the sleek space-saving design and rigid construction means that it is both stackable and nestable. The innovative and secure snug-fitting anti-fog rPET clip-lid protects food, while offering easy one-hand closing. It securely fastens to internal tabs, locking into place with one simple push and click.

## **Sabert Europe invests in senior sales leadership structure**

Sabert's Mark Byrne was presented with The Sammies award at the Royal Lancaster London on 9 May by renowned Celebrity Chef and Restaurateur, Theo Randall.

Mark has recently been promoted to Sales Director, UK, Ireland & Scandinavia, and European Industry (Food Processors & Retail).

Mark's recent promotion is part of a restructuring of the Sabert Europe sales team which sees Alex Noake become the commercial sales lead for Europe whilst retaining his position as Managing Director for UK&I.

Having previously held leadership roles at Berry, Sharpak and Anchor Packaging, Mark Byrne joined Sabert in November 2023 and made an immediate impact continuing to develop the UK Food Processor (Industry) channel.

Ends



*From left: Guy Truman, Commercial Director of Award Sponsor Around Noon; with Sabert's Mark Byrne and Jack Richardson, Sabert Senior National Account Manager; and Celebrity Chef and Restaurateur, Theo Randall who presented the award.*



*Snap2Go is multifunctional and easy to use for both operators and consumers and won the New Product category of The British Sandwich & Food to Go Industry Awards – The Sammies.*

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## **Notes for editors**

### **About Sabert**

Sabert is specialised in manufacturing and marketing food packaging, disposable high-quality tableware and compostable food packaging and tableware. Through various partnerships that have been established with some of its customers, Sabert Corporation Europe commits to developing its products and its production processes in a sustainable way. With over 40 years of experience, Sabert provides innovative, value-added products to the highest quality standards supported by outstanding customer service. We have given ourselves the mission to offer our clients the best guarantees in terms of quality, safety and service. Today, our product solutions fulfill this vision and have earned the trust and loyalty of customers around the globe. As our employees and clients agree, Sabert makes food look great!