

NOTE: This Bapco Closures press release is being issued in tandem with a release from RPC Group – the two articles concern the same project, and reflect Bapco and RPC’s work on the closure and container, respectively.

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Bapco Closures joins forces with Marks and Spencer and G’s Marketing to offer the most consumer-friendly packaging yet

Bapco Closures, a leading designer and supplier of caps and closures for the food and drink industry, has launched an innovative new closure system into the UK market with G’s Marketing and Marks & Spencer (M&S).

Bapco’s innovative, patented BAP Technology is being unveiled in the UK for the first time, following multiple successes in the USA and Canada over the past two years. The technology, originally designed to eliminate leakages from milk bottles, has been adapted to improve the functionality of food and drink packaging.

By working closely with Bapco and the RPC Group, G’s Marketing has been able provide M&S with a unique closure system and a plastic container that is 80% lighter than the previous jar¹.

The new Bapco Twister closure system – which G’s Marketing is currently using on 13 of M&S’s picked foods lines – is two-part injection-moulded and features an overcap and spout with an integrated fused foil laminate. After product filling into the plastic container, the closure is positioned and induction welded into place. The unique introduction of a welded foil closure system eradicates the need for simple peel and seal foils.

Neil Fowell, Sales and Marketing Director at Bapco Closures, commented: “Our technology has already helped Del Monte and Tropicana in Canada and the USA

¹ Reference the RPC Groups’ press release attached to email

successfully make the transition to creative and lightweight plastic packaging, and we're delighted to be launching BAP Technology in the UK for the first time with G's Marketing with the M&S brand.

"As there is no vacuum holding the overcap in place it can be removed extremely easily, whilst a unique easy grip spiral ring pull mechanism means that the force required to open the foil closure is notably reduced. These benefits of the BAP Technology were extremely attractive to G's Marketing for its new M&S product range as it improves the functionality of the pickled foods' pack. And ultimately it has helped to reduce the retailer's overall carbon footprint by switching to locally supplied, unique and lighter plastic packaging solutions."

Andrew Speck of M&S added: "We are always looking for ways to improve our products' packaging and the move to Bapco's new closure technology has helped us develop this easy to open pack for our customers. The packaging on this range is truly an innovative step for the UK market."

Neil Fowell concluded: "It has been great working with the RPC Group, G's Marketing and M&S on this project and it is really refreshing to see a leading UK manufacturer and retailer looking at improving the functionality of product packaging by thinking outside of the box. By making use of new technology and innovations G's Marketing and M&S have set the benchmark in food packaging functionality."

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Notes to editors

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