



rps

Seal of approval nets benefits for Simpson



➤ The background

Simpson Seafish based in Hull is one of the country's premier suppliers of wet fish to the major supermarket chains. For years the company operated in the industry standard manner, using trays with over-wrapped film. But as the market evolved, consumers and retailers alike became more demanding about the presentation of fish products, and less willing to accept any water that might leak from the packs. Simpson moved to gas flushed, flow wrapped products that provided both an extra day's shelf life, and eliminated the problem of 'drip'. However, the over-wrapped film was still an issue for image-conscious retailers.

➤ The challenge

Reflecting developments in other raw protein markets such as red meat and poultry, retailers called for further improvements to pack presentation for wet fish - but without sacrificing any of the benefits achieved with the existing method. Now the aim was to seal the film to the rim of the tray for a neater finish, and reduce the wastage caused by overlapping film.

Simpsons turned to the food packaging solutions provider RPS for a solution to the challenge.





after

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➤ The solution

RPS worked closely with the machinery manufacturers, thermoformed tray suppliers and lidding film developers to devise a new approach that not only worked together from a technical standpoint, but also looked good on shelf.

Pulling together ideas and input from its established network of partners, RPS went on to develop tray sealing technology on site, in Simpson's factory environment.

RPS co-ordinated the tray sealing equipment and thermoform tray manufacturers, ensuring that the correct tooling was designed and built. The next step was liaising between the thermoform tray manufacturers and the lidding film suppliers to make sure that both components adhered properly and delivered a suitable sealing bond.

The challenge didn't end there. Without warning, the retailers specified that maximum anti-fog was now required on the film. This called for a major re-think on behalf of RPS and its partners, because under normal circumstances anti-fog seriously affects seal strength. Undaunted, RPS seized the initiative and worked closely with its lidding film partner to develop a film with maximum seal strength and anti-fog properties.

➤ The benefits

Simpson's re-packaged range made its debut in the market with resounding success. Not only did the client launch on time and without a hitch, but also at a reduced cost compared to the previous packaging format.

➤ The winning package

Simpson Seafish demonstrates the added value, expertise and substantial resources that RPS can bring to a project. RPS exceeded the client's expectations through meticulous attention to detail and a determination to come up with the best possible solution. What's more, RPS took ownership of all the issues, leaving the client free to focus on the core business.



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