



TRIPLE AWARD SUCCESS FOR BPI CONSUMER VMB

April 2011

bpi.consumer VMB is celebrating its success following the receipt of three high profile Awards recently. The leading UK printer/converter won the Gold Award in the Technical Achievement category, the Silver Award in the Wide Web Line & Screen category and a Highly Commended citation during the EFIA Annual Print Awards ceremony at The Royal Armouries, Leeds on 30th March.

The EFIA (European Flexographic Industry Association) Annual Print Awards offer participating companies the opportunity to gain public recognition of the outstanding degrees of excellence achieved using the flexographic printing process.

The Gold Award was received for the business' expert use of inks and coatings in the creation of Warburton's Tiger Loaf film. The end result was a bread bag which presents an extremely realistic paper feel pack.

The grant of the Silver Award recognised the excellent solid line and screen printing the business employed to great effect also on the Warburton's Tiger loaf product. Thrilled to have already received two Awards the icing on the cake was the receipt of a Highly Commended Certificate for the company's design work on the Morrison nut range.

All three Awards were accepted on behalf of the business by Chris Duffy, Print Manager at bpi.consumer VMB.

Speaking of the Awards win, Brian Taylor, Business Director, bpi.consumer VMB said: "We are delighted that our high performance packaging which provides added value in terms of product preservation has now also received recognition for its achievements in brand presentation and on-shelf impact." He continued: "The receipt of not just one but three awards highlights the hard work of the whole bpi.consumer VMB team in providing excellent products and technical support to our customer partners."

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IMAGE: EFIAAward.jpg

CAPTION: Brian Taylor, Business Director, bpi.consumer VMB congratulates Chris Duffy, bpi.consumer VMB Print Manager.

Notes to Editors:

- Part of British Polythene Industries PLC, bpi.consumer VMB is one of the largest printers and converters of food packaging in the UK. Operating from the country's largest flexographic printing facility, the company has 300 highly skilled staff and over 30 years of experience in the Food & Drink industry.
- It can provide packaging solutions to help food producers maximise sales and extend product shelf life irrespective of whether they are packing vegetables, fresh produce, bakery goods or frozen foods.
- bpi.consumer VMB has developed a broad range of laminates using various combinations of webs including polyester and continues to embrace the latest packaging developments, such as modified atmosphere and compostable packaging.
- Like all BPI Group divisions, VMB regularly invests back into its operations to ensure it remains at the leading edge and has recently installed two, state-of-the-art, 10 colour presses and a next generation laminator which can laminate without the use of solvents.