

Chadwicks Gives Pina Colada Sweet New Sleeves

Leading shrink sleeve manufacturer Chadwicks has given Manchester Drinks Pina Colada a sweet new look to make it stand out from the crowd.

Innovators in shrink sleeves Chadwicks has created a modern, bright sleeve for the cocktail from Manchester Drinks, which blends pineapple, banana, coconut and white rum to create a ready-mixed version of the world-famous cocktail.

The sleeves are printed using six colours UV Flexo on 50 micron film and a high opacity white was developed to minimise transparency.

Mike Kelly, Account Manager at Chadwicks Sleeves, said: It is always rewarding to work with Manchester Drinks as they are industry leaders looking for sleeves of the highest quality.

Chadwicks worked hard to design a sleeve which would stand out against competitors, and our development of the high opacity white means the Pina Colada looks clean and bright on the shelf. We always aim to provide quality sleeving solutions, as well as unrivalled customer service.

Richard Benjamin, of Manchester Drinks, said: We were hugely impressed with the effort Chadwicks made to develop their techniques in order to provide us with the high opacity white finish we required for the Pina Colada product.

We chose to work with Chadwicks as they are always willing to go the extra mile to produce sleeves that are eye catching, exciting and high quality, and they definitely delivered.

Chadwicks is part of the Flexible Packaging Division of the Clondalkin Group, which has more than 40 manufacturing sites located across Europe and North America.

To find out more about why Chadwicks is one step ahead of the competition visit www.chadwicks-sleeves.com, or call +44 (0)161 763 2100.

ENDS

Issued on behalf of Chadwicks by Adessi

For more information contact Laura Coyne at Adessi on

Tel: +44 (0)113 256 9999

Fax: +44 (0)113 256 9989

Email: laura.coyne@adessi.co.uk

Notes to editor:

About Chadwicks:

Chadwicks, based in Bury, Greater Manchester, is the UK's leading manufacturer of pre-cut lids to market sectors including food, dairy and beverage markets and exports 50% of its output as far afield as the Far East and Australia/New Zealand. Recently moving into the shrink sleeves market, Chadwicks now offers its

reputable levels of service, quality and innovation to this related market. To find out more about why Chadwicks is one step ahead of the competition visit www.chadwicks-lids.com or www.chadwicks-sleeves.com or phone 0161 763 2100.

About Clondalkin Group:

" Clondalkin Group is an international producer of high value added packaging products and services with over 40 production locations in 10 different countries throughout Europe and North America and annual sales in excess of €800 million a year

" Clondalkin comprises of two divisions, the Flexible Packaging Division and Specialist Packaging Division, employing more than 4,000 people

" The Flexible Packaging Division, which represents approximately 70% of sales, includes our foil and laminate businesses and plastic and polymer businesses

" The Flexible Packaging Division specialises in coated and laminated waxed papers and foils, pre-cut lids, polymer-based sheets, rolls, sleeves and bags with more than 20 production locations throughout Europe and North America including Cats-Haensel, Vaassen Flexible Packaging, NYCO, Chadwicks, AP Burt, LPF Packaging, Wentus, Van Der Windt Group, Accutech Films, Direct Plastics and Fortune Plastics

" The Specialist Packaging Division, which represents approximately 30% of sales, includes our folding cartons, labels, leaflets, literature and inserts / outserts businesses and paper packaging and printing businesses

" The Specialist Packaging Division specialises in cartons, labels, leaflets and inserts, and has approximately 20 manufacturing sites in the United Kingdom, the Netherlands, Spain, Poland, the United States and Puerto Rico and Ireland. These include well-known brands such as Boxes, Harlands, Ditone, Pharmagraphics Guy, Kenilworth Products, Cartonplex and Keller Crescent

" Clondalkin Group occupies leading positions in the following markets

" Pharmaceutical & Healthcare;

" Cosmetics & Toiletries;

" Food & Beverage;

" Biodegradable Packaging;

" Confectionery & Bakery;

" Dairy;

" Tobacco;

" Industrial;

" Agricultural & Horticultural; and

" Services & Leisure

" Clondalkin Group has extensive experience in all packaging converting technologies including extrusion, metalizing, laminating, lacquering, printing and finishing and works with all the major packaging substrates including paper, board, plastics, foils and laminates

Adessi Arc House 1 Coal Hill Lane Farsley Leeds LS28 5NA Tel: +44 (0) 113 256 9999 Fax: +44 (0) 113 256 9989 Email: laura.coyne@adessi.co.uk Web: www.adessi.co.uk