

# Coated Boards

## A Case Study for The Perfect Pizza Company

Weedon

Packaging Solutions Centre

### Customer Profile

The Perfect Pizza Company is one of the UK's leading pizza delivery and take-away businesses, with franchises all over the country.

### The Problem

- The company is launching a new range of chicken products and needs packaging to accommodate different sized portions.
- This type of food is commonly delivered in foil dishes with separate lids, but these often leak grease. The company is also concerned that the chicken does not stick to the dish.
- The chicken has to retain a temperature of at least 62 degrees when delivered (within 30 minutes).
- The packaging needs a good printing surface for branding.

### The Solution

- Three different sized boxes to suit different portion sizes.
- A PET-coated lining on the inside of the box to minimise the risk of grease seeping through to the outer surface and to prevent the food sticking to the packaging.
- Corrugated board to help retain heat – specifically Less-flute, our range of innovative, economical board grades which use eco-friendly paper in a new improved flute profile.

### The Benefits

- The PET coating is fully recyclable, as well as grease-resistant, so is environmentally friendly.
- Less-flute also offers a better surface for printing than conventional B-flute, improving the appearance of the finished product.

### Weedon PSC – the right partner for the job

- Our designers have wide experience and provide innovative solutions to meet even the most complex of logistical problems, in this case marrying the right board with an appropriate coating to meet a very specific brief.
- BRC accreditation for handling food.
- Because we produce Less-flute in-house, we have greater control over costs, quality and production schedules. So we can offer our customers an even better service.

