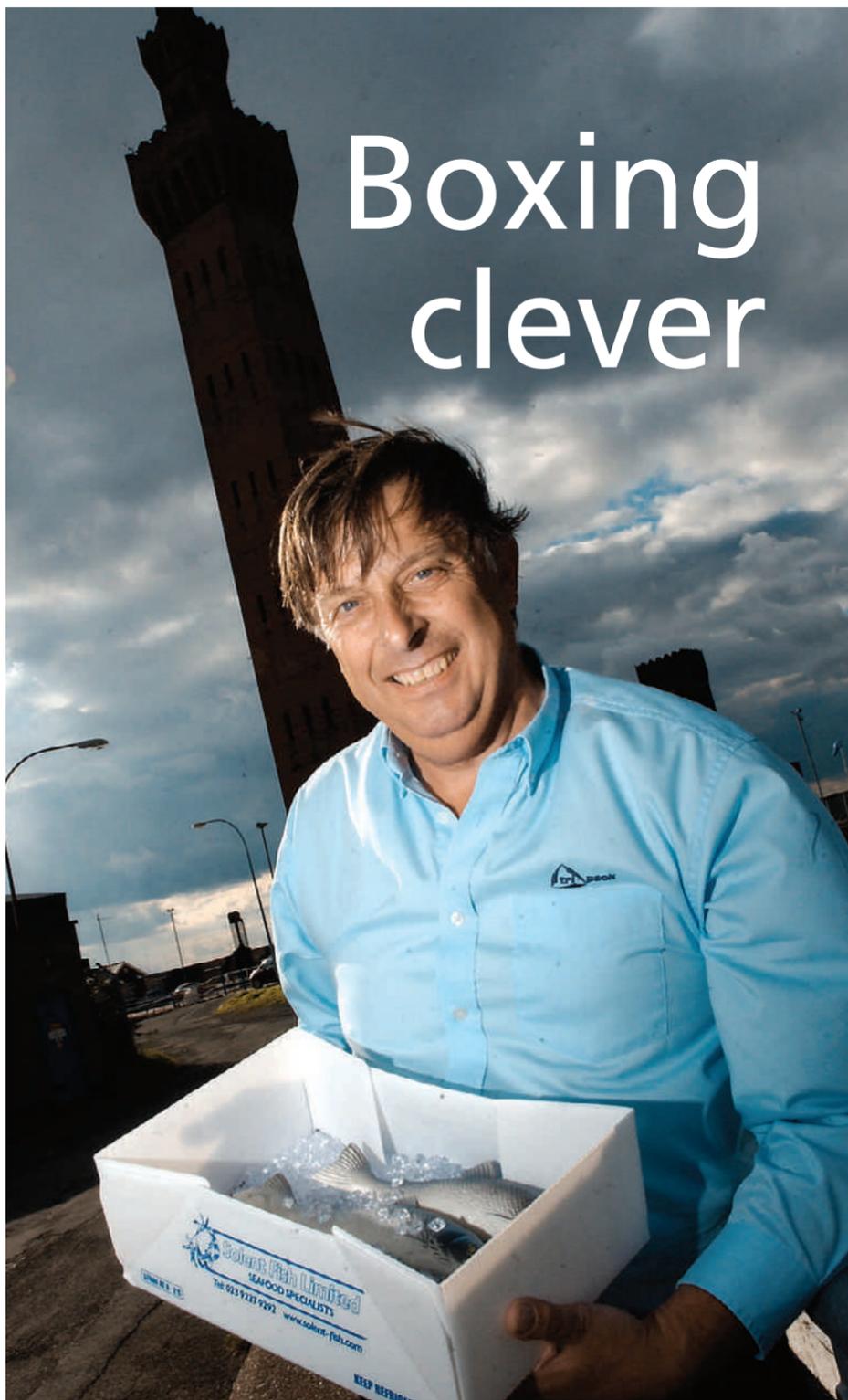


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Boxing clever



Fresh thoughts: Mr Clarke with one of his fish boxes.

COOLSEAL – the innovative 100 per cent recyclable fish boxes designed by Grimsby company Tri-Pack Plastics Ltd is being 'completely accepted' by major seafood processors according to managing director Stephen Clarke.

Produced especially for the cold chain delivery of chilled fish, it is seen by receivers as a genuine replacement for expanded polystyrene.

Mr Clarke said: "What we are doing is pioneering work. We really sense a much greater acceptance of our type of pack than we have ever seen before. People know that CoolSeal has been proven, having been used for the last four years out of Iceland without any complaints or problems with insulation whatsoever.

"People always doubt the insulation; but it is insulated by the trapped air in the product, and in any event, you don't want too much insulation, as the Seafish – the industry authority – has stated.

"CoolSeal packed product will withstand several hours outside the cold chain."

Tri-pack's CoolSeal packaging was tested by Seafish, which reported that the box is fit for purpose in delivering fish in good condition.

Claimed to be perfect for airlines and supermarkets, the flat-packed recyclable leak-proof polypropylene CoolSeal boxes are simply stacked or baled for collection or disposal after delivery of the fish. Patented technology is used to seal the edges of the fibre-free fluted material resulting in a strong yet extremely lightweight and hygienic pack. This edge sealing process creates insulation by sealed air, "like double glazing" said Mr Clarke.

The driving force in the development of CoolSeal has been the ever more stringent packaging waste regulations and the rising cost of disposal.

He added: "Sales of CoolSeal have doubled every year for the last four years and I think they may very well double again in 2007.

"Customers in Iceland, Norway and other countries are using CoolSeal leak-proof boxes to ship chilled fillets to supermarkets in the UK, France and elsewhere."

Perfect regional dish... at your fingertips



It is the first range to roll off a £100,000 production line at the firm's Kemp Road base, where the items are formed, spray coated and then batter or breadcrumb coated.

With a Lincolnshire sausage at its heart, it is then incased in a Yorkshire pudding roll, traditionally made with store cupboard ingredients including eggs, flour, milk and water. Pan fried in the factory to set the coating, they can be

ovenbaked or deep fried from frozen, and becomes food with a truly regional flavour and heritage.

Mini versions weigh 40g.

Accolade director Mark Eland said: "Because Toad in a Roll is so innovative, different buyers have been keen to try it.

"Innovation coupled with the quality of the product has sold them on the idea."

A vegetarian option is also available.

THE larger version is as British as the Sunday dinner it often becomes, but a new product from Grimsby is making good old fashioned 'stodge' finger food.

Accolade Foods, is producing Toad in a Roll – and it has jumped out and grabbed the attention of those in food service and retail.

Seafood Packaging *Solutions*

Tri-pack are pleased to be associated with the aquaculture industry working together to provide environmentally friendly packaging solutions

High quality chilled fish is regularly carried in Tri-pack's revolutionary **CoolSeal Fish Packs**. 100% recyclable, the airline and supermarket friendly fish box offers huge savings in disposal, storage and transport costs.

Standard range from 1.5 kilo to 25 kilo, with or without drainage.

CoolSeal offers high quality graphics, hygienic, lightweight and excellent insulation benefits.

Pack automation available.



CoolSeal

SEAFOOD PACKAGING SOLUTIONS

Tri-Pack Plastics Estate Road No.1 South Humberside Ind Est Grimsby

Tel: 01472 355038 E.mail: info@tri-pack.co.uk

www.tri-pack.co.uk