

Anchor Wins Ultimate Packaging Accolade



(St. Louis, MO) December 14, 2015. Anchor Packaging won the 2016 WorldStar Award from the World Packaging Organization (WPO) in the food category. Judges reviewed 293 entries from 35 countries for all types of packaging including food, beverage, pharmaceutical, health & beauty and chose Anchor's Embraceable® as a winner of this prestigious



WORLDSTAR WINNER 2016

award. All package entries are required to be previous winners of a recognized packaging award. Anchor won the AmeriStar Package Award in June. This is the second WorldStar for Anchor Packaging and the third award for the *Embraceable* package joining many other awards won by other Anchor products.

Embraceable is an 11" x 8" black, oval platter designed and patented with a locator ring in the bottom to hold a standard 8-ounce squat paper food container. This popular serving size for chili, soups, oatmeal, grits, mac & cheese, and many other items often accompanies a main dish, sandwich, or salad. The clear, anti-fog, vented PP lid contains an integral sealing flange that forms a lid over the paper container at the same time that it forms a leak-resistant seal on the platter. This seal eliminates the lid for the paper container, which saves expense and reduces the amount of packaging consumed, thereby reducing carbon footprint. It also improves consumer convenience, as the meal travels in one container, rather than two.

Both base and dome work well for hot foods held under heat lamps, chilled ready-to-heat meals in the microwave, and for assorted hot and cold food applications, thus reducing SKUs. The strong and durable, cut-resistant black PP base withstands temperatures up to 230°F. Bases are made with natural mineral additives reducing the use of petroleum-based resin by 40%. Elimination of the extra lid for the paper container also demonstrates your environmental commitment to reduce waste.

Anchor Packaging's products include affordable, upscale, to-go packaging to merchandise prepared ready-to-heat meals in supermarkets, and takeout meals offered by restaurants and other foodservice operations. Anchor's unique product line includes stock and custom rigid packaging, as well as a broad line of cling film wraps.