

# Ultimate Replacement for Foam Clamshell

**(St. Louis, MO) August 3, 2015.**

**Anchor Packaging, Inc.** announces the latest addition to their line of Culinary Squares® bases and lids, offering increased value to the operator looking for ways to improve their image while controlling costs.



With the same inside food space as a 9" x 9" foam clamshell, the Culinary Squares® product line from Anchor offers a truly affordable upgrade from foam. The durable, cut-resistant material of the bases and the food visibility provided by the clear lids, provide the ultimate combination of an upscale presentation at a value price. At a time when food prices are on the rise, this line was designed to maximize performance and minimize packaging cost.

A new, deeper dome joins the existing single and 3-compartment, vented lids made with crystal clear polypropylene (PP) with integral Clear Guard® anti-fog technology. The matching 8.5" square, black PP bases, available in single and 3-compartment designs, accept all three lids designed with secure, leak-resistant closures to preserve the food presentation and avoid messy spills. These packages withstand temperatures to 230°F in warming units, under heat lamps, or in the microwave. No need to re-plate chilled, prepared foods, when reheated in the microwave.

Containers are made with a natural mineral additive, reducing the use of petroleum based resin by 40%. Bases and lids are dishwasher safe providing consumer-convenient reusability and are recyclable curbside.

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

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## Anchor Wins 2015 Design Excellence Award



**(St. Louis, MO) June 29, 2015.** The Institute of Packaging Professionals (IoPP) reviewed almost 100 entries for all types of packaging including food, beverage, pharmaceutical, health & beauty and chose Anchor's Embraceable as a winner of the 2015 AmeriStar Design Excellence Award. All entries were judged on innovation, product protection, economics, performance, marketing, and environmental impact.



IoPP's AmeriStar Package Awards Competition recognizes those companies changing the face of packaging and is considered North America's most prestigious packaging awards competition. This is the second award for the *Embraceable* package and it joins a list of other awards won by Anchor Packaging 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 is used for chili, soups, oatmeal, grits, mac & cheese, and many other items that often accompany 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 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 may be carried in one single 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, takeout packaging. Anchor's products are used for merchandising 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.

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## What's New M400 Series

(St. Louis, MO) May 26, 2015. Anchor Packaging, Inc. announces the launch of their newest product line, which incorporates ergonomic design, reduction of petroleum-based materials, and an upscale presentation with smooth, clean lines and wide viewing panels. Branded the WAVE series, these containers are available in 16, 24, and 32-ounce sizes. They join many other successful and award-winning Anchor products under the MicroRaves® trademark.

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## Wave of the Future in Packaging



**(St. Louis, MO) May 26, 2015. Anchor Packaging, Inc.** announces the launch of their newest product line, which incorporates ergonomic design, reduction of petroleum-based materials, and an upscale presentation with smooth, clean lines and wide viewing panels. Branded the "WAVE" series, these containers are available in 16, 24, and 32 ounce sizes. They join many other successful and award-winning Anchor products under the MicroRaves® trademark.



The WAVE series 9" x 6" containers are designed with smooth sides for ease of use. The spoon-able inside surface, and shiny black outside, attract the impulse buyer with a modern, contemporary design. The attractive new look provides a table-ready presentation in a durable, cut-resistant material.

Three leak-resistant lids will fit each of the WAVE polypropylene bases. New PP and RPET dome lids have a smooth, sleek look with wide, rib-free panels to provide an unobstructed view of the food contents. The flat RPET lid also has a smooth surface and is a perfect choice for portion control and low profile items.

The vented, polypropylene dome lid includes integral Clear Guard® anti-fog technology to prevent condensation or "fogging" of the lid. This maximizes hot-case merchandising opportunities for retailers and eliminates takeout order errors for foodservice operators, while keeping hot foods looking fresh and appealing. High clarity RPET flat and dome lids include cold anti-fog technology and, when combined with these microwavable bases, offer optimal food visibility to drive increased sales from chilled grab n go displays.

The three bases and the polypropylene lid will withstand temperatures to 230°F in warming units, under heat lamps, or in the microwave. No need to re-plate chilled, prepared foods, when reheated in the microwave.

Containers are made with a natural mineral additive, reducing the use of petroleum based resin by 40%. Bases and polypropylene lid are dishwasher safe providing consumer-convenient reusability. RPET flat and dome lids are made with FDA approved post-consumer recycled content. All bases and lids can be recycled curbside.

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

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## New Anchor Roaster Addresses Rising Protein Prices



**(St. Louis, MO) November 11, 2014.**



Anchor Packaging, Inc. announces the addition of a **new, smaller roaster to the Nature's Best® line of polypropylene lids and mineral-filled polypropylene bases.** Responding to the sustained high protein prices experienced by supermarket operators, Anchor has created a new, specialized roaster. Joining the highly successful *Nature's Best* series, this new Roaster's shallow base raises the bird higher in the dome, providing an attractive presentation to the consumer. This eliminates the empty space present in most other packages when high protein prices force a reduction in the size of bird being merchandised.

As with all roasters in the *Nature's Best* series, the wide unobstructed panels of the dome lid combined with anti-fog technology drive impulse sales of whole roasted chickens from the hot case. The leak-resistant closure on the classic black base prevents messy spills and provides the consumer with a table-ready serving platter requiring no re-plating.

Available in three sizes, the new, small roaster for 1 1 ½ lb. whole chickens, joins the large *Nature's Best* Roaster for 2-3 lb. birds. In addition to the roaster dome, Anchor offers a shallower dome as the perfect option for half chickens, turkey breasts, pot roasts, and other main course entrees.

Bases are made with 40% natural mineral additives in place of oil-based resin, thereby reducing the carbon footprint. The durable polypropylene lids will not crack or warp like polystyrene lids. *Nature's Best* Roasters offer high temperature performance to withstand temperatures to 230°F in warming units, heat lamps, and microwaves. Lid and base are both reusable and eligible for recycling.

Hot prepared foods get more attention when merchandised in *Nature's Best* Roasters.

Anchor Packaging's products also include upscale takeout packaging for restaurants and quick service chains and packages to merchandise fresh prepared ready to eat and ready-to-heat meals in super-markets, convenience stores and other foodservice operations. **Crystal Clear®**, **Crystal Classics®**, **Culinary Classics®**, **Culinary Basics®**, **Culinary Squares®**, **Embraceable®**, **Incredi-Bowls®**, **Mega-Meal®**, **MicroRaves®**, **MicroRounds®**, **Microlite®**, and **AnchorFoil®** are among Anchor's unique rigid product lines that also include foil wrap and film. Custom package design and manufacture is provided for many large food companies in the United States, Canada, South America, Europe and Australia.

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## Anchor Adds to RPET Line with Hinged 3-Compartment



**(St. Louis, MO) October 27, 2014. Anchor Packaging, Inc.** announces the addition of the **new three-compartment 9" to the Gourmet Classics® line of hinged RPET Containers.**

Perfect for pre-packaged salads with the protein and toppings in their own sections, this new package keeps the food looking fresh and appealing while segregating flavors until your customer is ready to eat. The compartments let you eliminate the cost of pouches or portion cups to segregate food items while reducing your carbon footprint.



The new 9" 3-compartment joins the 1-compartment 6", 7.5", and 9" deep and shallow packages from 14 to 40 ounces, sized perfectly for small and larger portion sizes. The one-piece, hinged black bottom containers drive impulse sales with their clear RPET lid. The unique cold temperature anti-fog technology in the lid maintains maximum visibility while on display. The elimination of condensation while in the refrigerated case gives the food that "just made" appearance, even when packed at a central kitchen. The leak-resistant lid eliminates messy spills and keeps the operation running smoothly with an audible quick-snap closure.

The consumer-friendly, tear-away lid is easily removed for eating on the go, at work or home. The lid fits neatly out of the way under the black base, interlocking in place for optional use later. The one-piece bowl and hinged lid simplify ordering, inventory and handling. Packages are made with a minimum of 10% FDA approved post-consumer RPET (#1) and remain eligible for recycling after use.

The affordable *Gourmet Classics* hinged containers are the perfect solution for grab n go foodservice!

Anchor Packaging's products also include upscale takeout packaging for restaurants and quick service chains and packages to merchandise fresh prepared ready to eat and ready-to-heat meals in super-markets, convenience stores and other foodservice operations. **Crystal Clear®**, **Crystal Classics®**, **Culinary Classics®**, **Culinary Basics®**, **Culinary Squares®**, **Embraceable®**, **Incredi-Bowls®**, **Mega-Meal®**, **MicroRaves®**, **MicroRounds®**, **Microlite®**, **Roaster® Series**, and **AnchorFoil®** are among Anchor's unique rigid product lines that also include foil wrap and film. Custom package design and manufacture is provided for many large food companies in the United States, Canada, South America, Europe and Australia.

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## Anchor Wins 2014 Best New Product Award



**(St. Louis, MO) October 20, 2014.** Anchor Packaging, Inc. was presented with the 2014 BEST NEW PRODUCT Award at the NACS (National Association of Convenience Stores) show in Las Vegas earlier this month, by CS News. Anchor's product, the Embraceable® platter and dome lid, was deemed the winner in the "Foodservice - Display & Packaging" category. This award is based on points awarded by consumers in the areas of: value, convenience, and appearance, then overall evaluation by Past Times Marketing, a consumer research and product testing firm. 2014 is the 18<sup>th</sup> year for the CS NEWS new product recognition program for the convenience store industry.

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 is used for chili, soups, oatmeal, grits, mac & cheese, and many other items that often accompany 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 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 may be carried in one single 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 cold food applications, thus reducing SKUs. The strong and durable, cut-resistant black PP bases withstand temperatures up to 230°F. Bases are made with natural mineral additives reducing the use of petroleum based resin by 40% joining other products in Anchor's Nature's Best<sup>®</sup> line of sustainable products. Elimination of the extra lid for the paper container also demonstrates your environmental commitment to reduce waste.

Anchor Packaging's products include affordable upscale takeout packaging used for merchandising prepared ready-to-heat meals in supermarkets and takeout meals offered at restaurants and other foodservice operations. Anchor's unique product lines of stock

and custom rigid packaging also include foil wrap and film.



## New Package Holds More Than Food

(St. Louis, MO) March 17, 2014. Anchor Packaging, Inc. announces the addition of the new

**Embraceable® oval platter and dome lid** to the MicroRaves® line of high heat polypropylene products.

This new 11" x 8" black, oval platter was designed with a locator ring in the bottom to hold a standard 8 ounce paper food container. This popular serving size is used for chili, soups, oatmeal, grits, mac & cheese, and many other items that often accompany a main dish, sandwich or salad. It is no longer necessary to lid both the 8 ounce side and the main course to transport separately. Simply place the paper container into the platter and add the new *Embraceable* dome lid with the ring formed into the top to cover the paper container and also seal the oval platter; one lid doing double duty!

The clear, anti-fog, vented PP lid keeps food looking fresh and appealing while eliminating order errors due to lack of visibility. The dome lid holds the paper container in place and helps to keep dense or solid foods inside the paper container. The closure design for the platter and dome is leak resistant to prevent messy spills and provide a secure lid fit while in transit.

Both base and dome work well for hot foods held under heat lamps, chilled ready-to-heat meals in the microwave, and for assorted cold food applications. The strong and durable, cut-resistant black PP bases withstand temperatures up to 230°F. Bases are made with renewable mineral additives reducing the use of petroleum based resin up to 40% joining other products in Anchor's Nature's Best® line of sustainable products.

In addition to reducing the number of lids used for the 8oz squat paper food container, the versatility of a single package for a single hot or cold food or a combination of both hot and cold reduces SKUs and inventory costs. Unique *Embraceable* platters and domes promote sales of combination meals at breakfast, lunch and dinner.

Anchor Packaging's products also include upscale takeout packaging used for merchandising prepared ready-to-heat meals in supermarkets and takeout meals in restaurants and other foodservice operations. **The Roaster® Series, Incredi-Bowls®, Culinary Classics®, Culinary Basics®, Culinary Squares®, Mega-Meal®, MicroRaves®, MicroRounds®, Gourmet Classics®, Microlite®, BonFaire®, Crystal Clear®, Crystal Classics® Rounds, and AnchorFoil®** are among Anchor's unique rigid product lines that also include foil wrap and film. Custom package design and manufacture is provided for many large food companies in

## Upgrading From Foam Just Became Affordable

**(St. Louis, MO) March 10, 2014. Anchor Packaging, Inc.** announces the addition of the new **Culinary Squares**® separate bases and lids to the successful hinged Culinary Basics® and Culinary Classics® lines of high heat polypropylene packages.

The new 8.5" squares are available in single and 3-compartment black PP bases with separate single and 3-compartment clear, vented, anti-fog PP lids. The new *Culinary Squares* offer increased value to the operator looking for ways to improve their image while controlling costs. At a time when food prices are on the rise, this new line was designed to maximize performance and minimize cost for an affordable alternative to foam clamshells.

Bases are made with renewable mineral additives reducing the use of petroleum based resin up to 40% joining other products in Anchor's Nature's Best® line of sustainable products. Holding similar portion sizes as foam clamshells and the hinged Culinary Series, *Culinary Squares* are packed 300 per case separately and also in three combo packs of 150 bases and lids.

Each line in the Culinary Series has unique features providing a choice of options that make food look fresh and appealing. All three lines work well for hot foods held under heat lamps, chilled ready-to-heat meals in the microwave, and for assorted cold food applications. The strong and durable, cut-resistant black PP bases withstand temperatures up to 230°F.

Clear, anti-fog, vented polypropylene lids are part of each Culinary Series offering to keep food visible and avoid errors. The superior clarity will increase impulse sales and the leak resistant closures prevent messy spills. Lids stay securely in place during handling and transport and a single package for hot and cold foods reduces SKUs and inventory costs.

Anchor Packaging's products also include upscale takeout packaging used for merchandising prepared ready-to-heat meals in supermarkets and takeout meals in restaurants and other foodservice operations. **The Roaster**® **Series**, **Incredi-Bowls**®, **Culinary Classics**®, **Culinary Basics**®, **Mega-Meal**®, **MicroRaves**®, **MicroRounds**®, **Gourmet Classics**®, **Microlite**®, **BonFaire**®, **Crystal Clear**®, **Crystal Classics**® **Rounds**, and **AnchorFoil**® are among Anchor's unique rigid product lines that also include foil wrap and film. Custom package design and manufacture is provided for many large food companies in the United States, Canada, South America, Europe and Australia.

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## LAUNCHES 6" SQUARES FOR CONSUMER TREND OF SMALLER PORTIONS

**(St. Louis, MO) November 4, 2013, Anchor Packaging, Inc.** announces the addition of a new series of 6" square RPET containers and lids to meet the market demand for small salads, sides, and reduced portions. Consumers are looking for healthy, low calorie, and diet friendly alternatives in a convenient, easy-to-use package. Snacking on the go has replaced the traditional sit-down meal times for many busy consumers and these little squares fit perfectly into these emerging trends.

The square shape and smooth, angled side design of the new Crystal Classics® 8, 12, and 16 ounce upscale black bowls maximize the value perception of more food and the fresh, appealing presentation drives impulse sales. The clear, flat or dome lid options that fit all three sizes keep food and inventory costs down while preventing errors on takeout orders. The flat lid facilitates portion control and the dome lid allows mounding of food for increased visibility on grab and go displays. Both lids include Anchor's new cold temperature anti-fog technology to ensure visibility of the food contents at all times.

Made with post-consumer recycled RPET, the new leak-resistant packages are surprisingly affordable considering the high quality and rich performance features. As food prices continue to rise, operators look for ways to reduce costs with new food options and refreshed recipes. The new CPS600 Series offers an attractive, table-ready presentation making new menu items stand out, but at a price that creates additional profits. Crystal Classics® bowls are also available in 7" and 8" squares and 6", 7" and 8.5" rounds for a variety of cold meal options in portions from 8 to 48 ounces.

Anchor Packaging's products also include upscale takeout packaging used for merchandising prepared ready-to-heat meals in supermarkets and takeout meals in restaurants and other foodservice operations. **The Roaster® Series, Incredi-Bowls®, Culinary Classics®, Culinary Basics®, Mega-Meal®, MicroRaves®, MicroRounds®, Gourmet Classics®, Microlite®, BonFaire®, Crystal Clear®, Crystal Classics® Rounds, and AnchorFoil®** are among Anchor's unique product lines that also include foil and film. Custom package design and manufacture is provided for many large food companies in the United States, Canada, South America, Europe and Australia.