

## Overcoming challenges

KM Packaging managing director Charles Smithson says high-end chilled ready meals offer food processors and packaging partners a number of unique obstacles.

"Premium chilled ready meals are quite a challenge for both manufacturers and retailers," he said.

"The product not only has to achieve technical excellence but its visual appeal must justify its premium pricing. Bought by a more discerning consumer, these meals are intended to pass as home-made or purchased as a special treat; they don't fly off the shelves like the value ranges do."

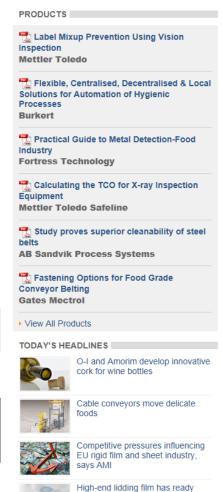
Smithson said the company is pleased with the results the team was able to achieve with the new lidding film.

"Creating a lidding solution that can double the standard shelf-life for premium meals was a tremendous achievement for us," he said. "It will undoubtedly help manufacturers and retailers alike to cut down on waste and ultimately increase their sales of higher margin products."

In addition to providing this high-end lidding film, the company also offers films for sealing food trays, tubs and pots for ambient, frozen or chilled prepared convenience foods. It also provides flexible packaging materials for confectionery firms, including aluminum foil wraps, laminates, pouches and bags.

Copyright - Unless otherwise stated all contents of this web site are © 2013 - William Reed Business Media SAS - All Rights Reserved - Full details for the use of materials on this site can be found in the Terms & Conditions

Get more articles like this in your mailbo	ox:
Your email	Sign up
Post a comment =	
Comment title	
	^
Your comment *	
Four comment	
	~
Your name	
Tour name	
Your email *	We will not publish your email on the site
☐ I agree to Terms and Conditions	vve will not poolish you email on the site



meals covered