



P&R Serves Up Industry First with New Dessert Packaging

Injection moulding specialists, Patterson & Rothwell (P&R), have developed a method for creating the thinnest wall PET on the market, which will be used to create premium dessert pots for the food industry.

Satisfying the need for elegant dessert packaging, which is also recyclable, the pots are now the thinnest walled available at between 0.8mm and 1mm, 0.4mm thinner than the previous option.

Available in a range of shapes and sizes for yoghurts, mousses and other desserts, the pots are the result of P&R's recent £0.5 million investment into new specialist tooling and significant research and development.

Dave Bowden, Sales and Marketing Manager at P&R says: "We developed the new PET packaging in response to the food industry wanting a move from general purpose polystyrene, which can crack easily, to more hard-wearing and widely recyclable dessert packaging.

"Major retailers have already expressed interest in the product and we're anticipating that many more will follow suit. The pots are ideal for premium brands wanting an eco-friendly, yet aesthetically pleasing design."

P&R's new PET pots are injection moulded using a unique multi-cavity 'all electric' method, making it the first company to produce PET walls this thin.

For further information please visit www.patterson-rothwell.co.uk.