

News

- about plastic packaging for food



How did Toppac enter the dairy market?

In 2010 Toppac received a last-minute request from one of the world's largest food manufacturers – Kraft Foods. They were running low on stock, and their supplier at the time was not able to deliver the needed packaging in time for the production to continue. Due to short reaction and lead times, Toppac was able to supply Kraft Foods with tubs and lids, with in-mold labels, within six working days. A high level of loyalty and service has since resulted in a strong partnership.

This interest from Kraft Foods was a seal of approval, which resulted in other dairy manufacturers showing interest in Toppac's packaging solutions. Today Toppac packaging is used globally for dairy foods such as yogurt, céme cheese and ice cream.

Color your packaging?

Today's consumers make purchasing decisions in as little as 20 seconds, primarily based on visual stimuli. Colored packaging is therefore a popular communication tool of a brand's identity, in order to attract the attention of the consumer at the point of purchase.

Toppac standard packaging is transparent and white. These items are always on stock, and can be delivered with short lead times of max. 2 weeks.

As a specialist in packaging for the food industry, Toppac also offers color production. The latest edition to our color palette is Green. You can see all color options [here](#). If you are interested in differentiating your brand, contact us and together we will turn today's idea into tomorrow's solution.

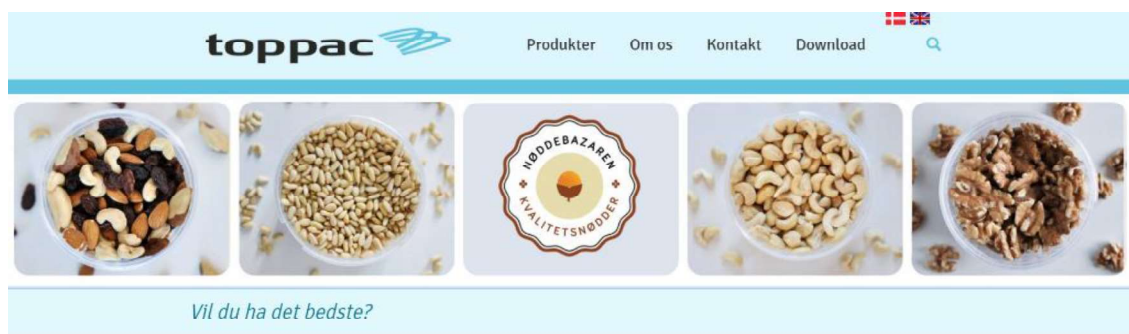
In the next newsletter, you can read how to combine In-Mold label design with a unique color, bringing the packaging to life. We will also introduce our latest IML possibility.

COLORS

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Toppac launches a Danish website



As you might have realized, Toppac's current website, www.toppac.dk, has English content. We have made a strategic and marketing decision to use the Danish web domain for Danish content. Our English-speaking customers will in the future be advised to use www.toppac.net.

Toppac's CEO, Søren Mark Andersen, explains: *"We want to get closer to our customers in the Scandinavian market, and present our products and services in a more focused manner. This will allow us to segment better, and communicate more effectively with our different markets"*.



Who works at Toppac?

In this newsletter, we would like to introduce you to Koren Hachlilie, Toppac's technical manager.

Koren has been with Toppac for 15 years and is responsible for the daily supervision of our machine park. His main focus is that the machines are running according to planned production schedules, at the most optimal cycle times. The technical department consists of 2 technicians and 4 trainees.

Besides the daily production tasks, Koren is also responsible for the professional development of the trainees and their skill-set. With time, more responsibility is placed on their shoulders, making them an independent and integral part of the production and technical department. Should you have any questions regarding our production and technical department, you are more than welcome to contact [Koren](#).
