



Next-Generation Tamper-Evident Packaging

(St. Louis, MO) March 21, 2016. Anchor Packaging, Inc. announces a new line of Tamper-Evident food containers, jointly developed over a 2-year period, with the input of actual consumers.

This breakthrough design, SAFE PINCH®, is virtually leak-proof, eliminates the sharp edges associated with many existing tamper-evident containers, and does not leave the user with a plastic strip or tab to dispose of. The consumer feedback and design sessions were coordinated by Metaphase, a world leader specializing in the research, ergonomics and design of products and packaging.



"Through these sessions conducted by Metaphase, we found that consumers overwhelmingly prefer a simple, intuitive, one-step opening design", said Jeffrey Wolff, President of Anchor Packaging, "and with our aging population, large, easy-grip tab features were deemed essential. These two design elements are at the heart of the SAFE PINCH® product line".

The intuitive, "PINCH" feature, boldly embossed on the hinge of the container, sends a clear message on how to open the SAFE PINCH® package. The audible sound and feel of the breaking hinge, as it's pinched, lets the consumer know it's working. Visible, wide separation of the opened hinge makes it easy for store personnel, or consumers, to identify tampered product. The easy to open, and easy to reclose, features are just a few of the many characteristics that consumers cited as what they preferred, in the SAFE PINCH® design, versus existing containers.

SAFE PINCH® containers are perfect for ambient-temperature displays of assorted dry foods like nuts, snack mixes, candy, baked goods and dried fruit. These packages also work well for refrigerated fresh food applications, such as salads, cut fruit and sandwiches. Large, clear windows with minimal ribbing offer maximum food visibility and the secure stackable design creates an eye-catching display. The easy to close, leak-resistant design works well in both manual and automated applications, making this product line ideal for local commissaries and food processors. The SAFE PINCH® packages, made with FDA approved, post-consumer recycled PETE, are reusable and recyclable curbside. These crystal-clear hinged packages are now available as part an extensive line of grab n go packaging. The latest, of many new shapes and sizes planned for this year, are 7" x 6" in 20, 24, and 32-ounce sizes. Anchor Packaging continues to invest in new tooling and the latest equipment, to meet the growing demand for tamper-evident and other affordable, upscale, to-go packaging.

Anchor's unique product line includes stock and custom rigid packaging, as well as, a broad line of cling film wraps.

[vimeo id="159873381" title="Click Here for Consumer Video on SAFE PINCH Tamper-Evident Packaging"]



Anchor Wins Sustainability Award - 4th Award for Embraceable Package

(St. Louis, MO) January 11, 2016. Anchor Packaging won the 2016 Sustainability Award Certificate of Merit from the World Packaging Organization (WPO). This sustainability award for the Embraceable® platter and dome follows the prestigious 2016 World Star Packaging Award for this product announced last month. The *Embraceable* package also won the 2015 AmeriStar Design Excellence Award and the Best New Product in Foodservice by Convenience Store News.



WPO judges awarded Anchor a high sustainability score for responsible raw material sourcing and reduction, energy optimization, and recovery that includes reusability, recyclability, and ease of disposal.

The *Embraceable* black platter is an 11" x 8" oval 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.



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.

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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.



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

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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.



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.

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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.



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!

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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 18th year for the CS NEWS new product recognition program for the convenience store industry.

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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® 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.

