New M700 Series Microwaveable Platters

Redesign and Latest Technology Produced at a Lower Price

(St. Louis, MO) August 10, 2009 The overwhelming theme in the foodservice industry over the past few months has been value, cost savings, and sustainability. Anchor delivers all of these with its newly re-designed **MicroRaves® M700 Series.** 10 new SKUs, include 4 platters, and 4 interchangeable matching lids, and 2 combo packs, in one single footprint to minimize sku's. Polypropylene vented anti-fogging lids are available for hot displays and warming units, and along with the polypropylene platters, will withstand temperatures up to 230ºF. A cold lid, made of crystal clear PET, is ideal for cold case merchandising. The platters are available in a 32 oz, a 48 oz deep version, as well as 2-compartment and 3-compartment meal options. A hot lid 32 oz. combo pack and a cold lid 32 oz combo pack are the final items that fill out this full line.

Innovative new platter and lid designs were engineered to provide for positive stacking in the hot and cold display, or during consumer transit home. The new items utilize advanced engineering techniques, resulting in a reduction in petroleum-based resin, while providing a structurally stronger container. Key product characteristics include: leak-resistance, durability, strength, capacity, and stackability. All of the polypropylene (#5PP) hot platters and lids are microwave-safe, dishwasher-safe, and consumer reusable and recyclable. The recyclable cold lid is made of #1 PETE, the most widely recycled plastic material nationwide.

The EPA recommendations for waste management include: **REDUCE, REUSE, RECYCLE**. These new **M700s** have been designed to meet those objectives.

Anchor Packaging's container product line includes upscale take-out packaging used for merchandising prepared ready-to-heat meals in supermarkets, take-out containers in restaurants and other foodservice operations. **The Roaster® Series, Incredi-Bowls®, Culinary Classics®, Culinary Basics®, MicroRaves®, MicroRounds®, Gourmet Classics®, Microlite®, BonFaire®, DeliView®, and AnchorFoil® pans** are among Anchor's unique product lines. Anchor also provides custom package design and manufacture for many large food companies in the U.S. and Canada.