



NEW PACKAGING LINES TARGETING PREMIUM UK MARKET GAPS TO BE SHOWCASED AT SPECIALITY & FINE FOOD FAIR

Summary

Malvern, Worcestershire – 02 August 2018 – Meridian Speciality Packaging today announced the launch of 66 new packaging lines within its gift packaging range, manufactured and stocked by the company in the UK.

This significant expansion of the overall range is driven by customer demand and is the result of the most comprehensive new product development process yet undertaken by the fast-growing packaging manufacturer and wholesaler. Flagship lines are the “fill-it-yourself” Premium Deluxe and Premium Light advent calendar gift boxes, which offer a unique ready-to-pack solution for smaller artisan manufacturers and premium retailers wishing to create a high-quality pre-Christmas gift item. The new range also includes a collection of large sized general-purpose printed gift boxes with optional inserts allowing the creation of wine and chocolate gift sets. All the new lines will be showcased at Meridian’s stand at the forthcoming Speciality & Fine Food Fair 2018 held at Olympia London between 2nd and 4th September. Meridian will also be discussing its newly created Design Studio where customers can bring custom packaging prototypes to life from an on-screen design through to finished digitally printed and production quality samples.



New Range of Advent Calendars Targeting UK Premium “Fill-It-Yourself” Market Gap

“We’ve seen huge demand from our customers for an off-the-shelf advent which they can fill with a variety of their own products,” said Dave Schooling, Sales Manager of Meridian Speciality Packaging and the project lead on the new product development process which created the new lines.

“We’ve worked hard to create the very best possible products to fill this evident gap for a high-quality counterpart to the low-cost advent calendars which flood the UK market every year. Our customers want to offer the same outstanding products they always do but in a novel format.”

“We’ve been able to provide two options within this fill-it-yourself segment,” Dave Schooling continued. “The Premium Deluxe format with a truly luxurious buffer box within the carton to give the absolute certainty of quality when you handle the packaging; and a lower price point option with simpler designs and an integrated vacuum formed insert which is designed to allow our customers to target the children’s market or to differentiate their range with different price points.”

These adverts are now on shelf and available to buy from Meridian’s e-commerce website at www.meridianspshop.com as well as being sold through partner wholesalers both in the UK and overseas.



Large Gift Boxes Boost Meridian's Hamper Box Range

Dave Schooling explained that the recent growth in premium retail outlets in garden centres and newly created farm shops has driven a rapid growth in demand for hamper boxes: "The significant growth we've seen in farm shop sales has created a new demand within our customer base for deeper and more versatile packaging. The solution for our latest collection is the addition of four designs of new general-purpose hamper gift boxes across four different sizes, giving sixteen brand new lines."

The novel addition to the range is driven by Meridian's skills in confectionery packaging – with the use of two optional inserts and an existing packaging line (a gift box for sixteen chocolates) – Meridian's customers can turn the smallest of the new hamper boxes into a wine and chocolate gift box.



Dave Schooling continued: "We see this option to turn the box into a wine and chocolate gift set as a really nice addition to the range which works for corporate gifts as well as retail gift packs. Lots of our customers use our hamper packaging at point of sale to offer a gift packing option which their own customers value greatly. Who doesn't welcome the chance to have a gift wrapped ready for Christmas?"

Packaging on Show at SFFF2018

Meridian will be showcasing the new packaging at **stand 1200** at the **Speciality & Fine Food Fair at Olympia from 2nd to 4th September.**



Samples of all Meridian's new lines are available through the Sales Office – details below.

The range is also on sale through a hard copy catalogue distributed to its customers and online through Meridian's e-commerce site at www.meridianshopping.com.



About Meridian

Based at the foot of the Malvern Hills in Worcestershire, Meridian is a packaging designer, manufacturer and stockist specialising in custom gift and retail packaging. The company focuses on premium and decorative cartons and branded packaging for the food and confectionery retail markets. As a packaging wholesaler Meridian is a leading stockist of gift packaging with an extensive range of products all held on shelf in the UK and available for same day despatch. A fast-growing company, Meridian focuses on innovation, short lead times and helping customers grow and develop their brand through packaging.

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Related links:

www.meridianspshop.com

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Visit Meridian at SFFF2018 Stand 1200