

The New York News

FOAM IS OUT!

Consumers Applaud Restaurants Use Of Improved Higher Quality Packaging

Anchor Packaging is ready with a full line of packaging alternatives following foam ban in the city. A family operated, privately owned company that has been in business for fifty-four years, focus has always been on packaging solutions, with special emphasis placed on customer service, customer retention, and providing products of the highest quality. In fact, Anchor Packaging has grown to become the largest provider of polypropylene food packaging. In addition, Anchor launches an average of twenty-five new products each year, which is far more than the competition.

leads customers to return and may even support higher pricing.

Customer service is crucial at Anchor Packaging. The company has implemented a multifaceted customer outreach strategy, which in turn provides great industry insight. First, there are a number of employees that attend a variety of different trade shows. Thaler recognizes the importance of actually going out into the field and making visits at the store level. "We talk to the people that are using the products on a daily basis, and ask them what they like and dislike. We want to know how we can make our products better," said Thaler.

In addition, Anchor Packaging works with companies such as Technomic studies, but in some cases, Anchor not only

instantly presents the food as better quality, which is the message that operators want to convey to their customers."

Thaler, Executive Vice President of Technomic, says that operators should be aware of what we're learning in the market.



- No-Fog Clear Lid Avoids Errors
- Secure, Leak-Resistant Closure
- Hot Foods to 230°F; Heat Lamp Safe & Microwavable
- Consumer Reusable & Recyclable Curbside

