

The New York Herald

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 any of the competition.

the blow. "Anchor Packaging doesn't necessarily take a position on the legislation - it's a matter of law. We do, however, have an opinion on the effectiveness of foam products as a food packaging

easily spill out of it. At some point, most people have accidentally dropped a foam clamshell or had it tip over in the car. From a marketing perspective, foam packaging appears inexpensive, which

instantly presents the food as better quality, which is the message that operators want to convey to their customers," explained Mike Thaler, Executive Vice President. Restaurant operators should

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 make our products better," said Thaler.

In addition, Anchor Packaging works with companies such as Technomic in some cases, Anchor not only conducts technomic studies, but also uses them in order to better understand what is happening in the market. Information from Technomic helps Anchor understand what we learn

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 **ANCHOR PACKAGING**

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