

LOW MIGRATION AND LOW ODOUR INKS ADD TO THE HOTEL CHOCOLAT EXPERIENCE

Suffolk based Easypack/POP Displays Group, one of the most forward thinking print and packaging companies in the UK, are now able to supply renown chocolatier, Hotel Chocolat, with in-box selection menus, scorecards and Chocolate Tasting Club newsletters, printed with low migration and low odour inks in order to minimise any risk of tainting the product.

Given the external influences permeating packaging material, or emanating from it, as well as odour transfer from packaging inks, Hotel Chocolat had previously relied on functional barriers such as sealed plastic bags to contain printed material, in order to protect their highly acclaimed chocolates.

Now with Easypack/POP's low migration and low odour inks, it is possible to do without such additional plastic barriers inside each box, enabling the printed material to now sit directly on the protective acetate sheet and pad.

Easypack's Chris Hall said, "With a client like Hotel Chocolat, famous for their authentic brand and strong ethics, it was vital to guarantee protection of their recipes in transit, particularly with such a loyal Chocolate Tasting Club following. By using low migration and low odour inks, we are confident that their chocolates will arrive at their destinations in perfect condition."

