

- 26/04/2011, Barcelona, Spain - Panzani's Panza Cup simplifies your life in an EDV Packaging's cup. In France, **Groupe Panzani** are at the forefront of European innovation in the food industry. With an enduring combination of quality and flavour, the company wished to make their most popular product line more appealing and accessible to their customers, who sought a **healthy product** that was **both easy to prepare and to eat**: thus the **Panza Cup** was born.

The **four new pasta recipes** arrived on the market in an original **individual cup** which could be **heated in the microwave**. It was presented with its own **fork** and a protective, **made-to-measure carton sleeve** to fit perfectly into the palm of the hand, insulating it from the heat when eating the content of the cup.

Protective structure

EDV Packaging coextrudes and thermoforms the **high barrier PP/EVOH/PP transparent structure** in its production plants in Llinars del Vallès, Barcelona, Spain. The **robust EVOH layer** guarantees the long preservation of the packed product and **barriers to oxygen, moisture, light, UV rays and aromas**, thus **preserving taste up to 12 months** after packaging date, stored at ambient temperature.

Consumer friendly shape

The cup walls present an **octogonal shape** and the cup has been designed with the inclusion of **ribs in four of the side panels to resist deformation** in processing. The

cup is **hermetically thermosealed** with a high-barrier peelable transparent film. Once filled, the cup is stuck inside a decorated carton sleeve, square-shaped, which includes a fork in its base. The cups are sold in **individual packs**.

All together, the product has a **significant on-shelf presence** and is **eye-catching** from any side of the supermarket shelves. Undoubtedly, it offers an ideal alternative to food-conscious consumers looking for healthy high-quality products that are **environmentally friendly**. The quality and the characteristics of EDV Packaging plastic materials enable the cup to be **100% recyclable** and its **low weight** and **high resistance** enhance the food package to be very **safe, efficient and unbreakable**.

About EDV Packaging

EDV Packaging are a leading company in food protection packaging worldwide. Our range offers both **barrier sheet** and **thermoformed containers** to extend product shelf-life as much as possible. EDV Packaging have a 40 year track record as a partner to several global food brands with whom we have developed a close relationship, from the concept to the production. The company invests the 3% of our sales in R+D+i and have our head office and production plants in Llinars del Vallès, Barcelona (Spain), and sales network and commercial offices in Singapore and in the United States.



More information

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