



## PRESS RELEASE

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# Taking food to new heights

Environmentally friendly, packaging innovators wewow Ltd. have announced the launch of a sustainable packaging solution unlike anything previously seen within the food and catering industry. Having worked closely with one of the UK's most forward thinking caterers, the Bradford-based company have developed the wow-box; an eye-catching, eco-friendly food platter which literally elevates a caterer's food platter above the competition, using a unique, patent-pending leg mechanism [patent application 1106439.1].

wewow were approached by a leading caterer to design a sustainable food platter with guaranteed WOW factor to be used to package food deliveries for business and industry and a wide range of events.

The winning concept was wewow's wow-box design; a 100% recyclable, food-safe box which can be die-cut with the caterers logo or design and printed with their branding. The wow-box stood out over and above the competition because of its innovative "leg" concept; two sturdy legs which fold out from the food platter and raise the caterer's food to new heights. The legs can be folded down in order for the

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boxes to be stacked and transported and folded out by the user when the food is ready to be served.

wewow believe that the wow-box has an unlimited range of applications, both within the food and catering industry, and within a whole range of other markets due to the truly innovative leg concept. Therefore, the pioneering packaging company is keen to hear from companies who may be interested in using the wow-box for unique purposes.

The wow-box is available exclusively from wewow from June 2011.

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To view the wow-box promotional video visit: <http://vimeo.com/22394741>

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