



INNOVATIVE DESIGN
of Scandinavia

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NEWS LETTER

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Swedish ready meals producer choose Innovative Design of Scandinavia's tray

Salt & Peppar AB, replace traditional trays for the pioneering tray by Innovative Design of Scandinavia AB. The parties estimate a volume of one million PP trays to be delivered during the first year - starting from spring 2010.

- We seized the opportunity to be first on the Swedish market. The tray is unique and gives a significant added value to our ready meals through transferring the nice presentation to the plate with a simple hand manoeuvre.

We believe in great success, says Leif Larsson CEO at Salt & Peppar AB.

Award winner of "Package of the year 2009" and developer of "Arboga Kupan", Arta Plast, will be responsible for the production.

- This tray is an exciting innovation. We look forward to the cooperation with Innovative Design of Scandinavia, says Helge Steg, CEO at Arta Plast AB.

Innovative Design of Scandinavia, founded in 2004, has developed the unique patented tray with its removable bottom part.

- We are delighted to have Salt & Peppar as our customer and to be able to contribute to the aesthetic development of ready meals. Salt & Peppar offer a great range of home cooked ready meals that are of high quality. Our hopes are to bring the experience of ready meals to new levels for the final customer, says Rickard Gillblad, CEO at Innovative Design of Scandinavia.

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