

DESIGN AND SPECIAL CONSTRUCTIONS

THIMM Mini Pie is an integrated packaging design concept to increase brand awareness and promote impulse purchases from secondary placements. The high-impact sales packaging impresses through its design as a piece of cake and combines the ingredients and a baking dish in one set.



THIMM Mini Pie

Integrated packaging design concept for the POS



CUSTOMER BENEFITS

Integrated packaging design concept for the POS

- » High-impact baking set designed as a piece of cake to promote impulse purchases
- » Effective use of materials thanks to the self-supporting stacking of the goods on the display (only a display base and washers are required)
- » Ideal for promotional goods and product ranges

100% safe direct food contact

- » Integrated THIMM foodWave® | heatproof baking dish replaces a tin or silicone baking dish
- » Smooth and water and fat-repellent for direct baking in the corrugated cardboard (no leakage or overspill of the cake mixture)
- » Produced in strict hygiene conditions in a plant certified to the BRC / IoP- standard



ENVIRONMENTAL ASPECTS / SUSTAINABILITY

- » The baking dish consists of 100% fresh fibre paper.
- » Selected raw materials from certified sources (FSC®/PEFC)
- » Effective use of materials protects valuable resources
- » CO₂ reduction in the transportation of the baking trays from the manufacturer to the repacker (flat pre-cuts v baking dish)
- » Simple to recycle as made 100% of corrugated cardboard

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APPLICATION AREAS

- » Bakery products
- » Promotional goods

Custom solutions available on request



CONTACT



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