



# Retail Ready Packaging (RRP) or Shelf-ready Packaging (SRP)

Available From Clifford Packaging Limited



**For further information on Revolock™ or Revohook™ speak to us at Clifford Packaging Limited, contact details are shown below.**

In response to Retailers ongoing requests for new and improved retail/shelf ready packaging, Clifford Packaging has developed two patented innovative corrugated RRP/SRP designs that meet all their requirements and more.

### Revolock™

The very clever **Revolock™** tray was first launched into the household product category with the Brand Leader Mapa Spontex.

The innovative design increases product visibility whilst affording savings on board area of up to 25% over existing retail ready packs.

The tray can be closed and protected in transit by either an easy rip and throw-away stretch wrap cover or a corrugated U-Shape lid. Both closures mean the tray has clean and tidy edges with no tatty perforations for improved tray/product presentation. **Revolock™** can be used in a wide range of categories from Cakes and toiletries to Health Care.



BENEFITS	Revolock™	Revohook™
Easily assembled for packing	✓	✓
Easy to open	✓	✓
One or two piece box	✓	✓
Machine or hand erected	✓	✓
No Gluing or tape required	✓	✓
Open or tuck over front version available	✓	✓
No Messy Perforations ensuring clean edge	✓	✓
Two Trays per shelf (if required)	✓	✓
View tray behind	✓	✓
Improves product visibility on shelf	✓	✓
Good Branding opportunities	✓	✓
Improves ease of product rotation	✓	✓
Easier for customer to shop	✓	✓
Reduces waste & product damage	✓	✓
Reduces packaging waste regulation costs	✓	✓
Easily broken down for disposal	✓	✓
Stackable and easily palletised	✓	✓
Bespoke design to suit product	✓	✓
Plain or printed	✓	✓
Suitable for all store formats	✓	✓
Solution to eurohooks		✓✓
CAPE palletisation programme	✓	✓



### Revohook™

With the imminent removal of the euro hook from in-store, Clifford Packaging has created **Revohook™**



This corrugated retail ready pack has an integral corrugated hook or hooks which would be ideal for any product that requires support, satisfying the need for product to be displayed in an upright position on shelf as the example shown here.

Both **Revolock™** and **Revohook™** are approved retail ready designs and both concepts have many advantages and benefits for Retailers, their suppliers and shoppers including those listed in the table opposite.

### Contact details:

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**Clifford Packaging Ltd. are winners of Gold, Silver and Bronze Starpack awards at UK, World and European level, and winners of the Year 2000 Corrugated Packaging Association's Supreme Award for Technical Innovation.**