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[redpack.co.uk](http://redpack.co.uk)

[info@redpack.co.uk](mailto:info@redpack.co.uk)

+44 1603 722280

## NEW STRATEGIC PARTNERSHIP ANNOUNCED



Redpack are pleased to announce a new strategic partnership with **Comek**.



This new partnership sees Redpack extending its extensive capability within the packaging sector to provide vertical solutions to both new and existing customers across the UK and Europe.

From multi-head weighers to bagging and lidding equipment, this new partnership allows Redpack to now extend their supply of high quality packaging machinery across a broader range of packaging formats and new untapped sectors.

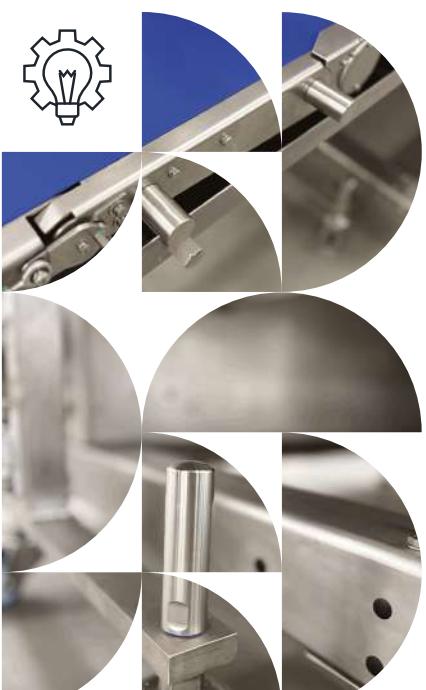
Rick Briston from Redpack said "We're excited to have formed this key partnership, time was spent carefully selecting Comek, ensuring that the equipment matched the same standards, quality, and attention to detail of our own manufacturing. We're pleased to be able to extend our offering for existing and new customers with these vertical solutions, whilst providing them the world-class Redpack service and support they know to expect."



## NEW DEVELOPMENTS AND INNOVATION

We understand the importance of being able to adapt to the changing demands and challenges our customers face.

From innovating to accommodate paper materials such as CMSA, adjusting fittings and finishes to create versions of machines suitable for the high care environments, to adding gas flush systems, we are continually investing time to innovate, develop and showcase just how adaptable our machines are.



# SECTORS IN FOCUS



## Snacking

**It's all about the packaging!** From mitigating the shipping of 'air' through tighter, smaller multipack packaging formats to moving to thinner and/or alternate material types, many big brands producing crisps have been able to shout about substantial improvements made to the use of recycled or recyclable materials in their packaging. From thin vacuum-deposited aluminium layers to preserve freshness to paper outer bags, the packaging innovation in this sector is likely to continue to retain freshness and improve recyclability potential.



## Protein

**From labelling to EPR, the pressure is on** to keep productivity high whilst reducing the amount of packaging being used, all whilst being transparent about packaging material types and origin so that recyclability assessments can be made. Tighter packaging, exploring alternate materials and assessing integrated labelling equipment for flexibility are just some ways these challenges can be addressed.



## Fresh Produce

**With drier weather impacting harvests, cost pressures have increased** further for the sector. Automation, reduction in plastic costs and improvements to speed and efficiency are all likely to increase in terms of priority. On-rig solutions that reduce the need for transportation to packhouses and controlled environments for storage are just one area where cost pressure reduction could begin.



## Bakery

**As with other sectors the focus is very much on reducing use of plastic,** with some of the big names in retail setting large targets for plastic reduction annually. The pressure that EPR brings is undoubtedly helping to drive these positive shifts in a variety of ways, from packaging innovations to the design and disposal of materials. Educating consumers is both a challenge and an opportunity for those that get ahead with these developments.



# SUCCESS STORIES

It's always exciting to see new machines heading out of Redpack HQ but this month saw an extra special delivery heading to its new home. This P-series flowrapper was the 15th machine for our longest-standing customer, all built here at our HQ in Norwich.

They first purchased a Redpack flow wrapper in the 1970s, acquiring our fourth machine ever built. Since then, they have consistently chosen Redpack as their preferred supplier.



What began as a single-machine purchase has grown into a trusted and enduring partnership, built on shared values of reliability, innovation, and customer-focused support. The latest machine will join a production environment already running multiple Redpack units, supporting the customer's continued growth and operational efficiency.



## PEOPLE IN FOCUS

**Did you know we have a team dedicated to service and support?** Keeping your packaging machinery running at peak performance is our top priority, and our dedicated support team is here to make sure of it.

**Meet the key people behind the service you can rely on:**



Sally Usher  
Service Manager



Courtenay Briston  
Aftersales Manager



Paul Bygrave  
Head of Technical Support

From operator training and routine servicing, to remote diagnostics and on-site repairs, our support goes beyond installation. The team work closely with you to minimise downtime, maximise efficiency, and keep everything running smoothly.

## MATTHEW'S MUSINGS

The pressure on the entire retail ecosystem has really ramped up over the past couple of years. Both regulatory and consumer demands, which are often conflicting, have placed the sector in a difficult position. Trying to balance sustainability, margins, consumer pressure and price is a difficult, if not, impossible task.

Finding the middle ground which allows the sector to address consumer concerns whilst ensuring the best possible business model for the entire supply chain is achievable with the right solutions and partners.

Reducing the size of packaging will be increasingly important though, no matter how consumers perceive the changes. EU regulations are being introduced that demand companies design packaging so that its weight and volume is reduced to the absolute minimum. This is in line with the move to ensure retailers are not 'shipping air'; an effort to ensure packaging is at a minimum, meaning that when being shipped it is only the weight and volume of the product rather than a vast amount of unnecessary packaging.

The Redpack team continues to work closely with existing and potential customers to support trials and implementations to address these challenges.

# DID YOU KNOW?

We can support a wide range of packaging formats

Renowned since 1977 for creating horizontal flowrap machinery, Redpack can provide machinery for the following packaging formats:



Pillow pack



Block bottom pack



Block bottom quad pack



Elephant pack



Gusseted flow pack



Standing pack

Get in touch to discover more and discuss your needs:

+44 1603 722280 | [info@redpack.co.uk](mailto:info@redpack.co.uk)

# THE REDPACK NETWORK

Supporting customers in over 50 countries worldwide

The Redpack network spans over 14 countries, served by our own teams in the UK and Germany and our carefully selected partners across the globe. From the USA to New Zealand, South Africa to Mexico and the Netherlands to Belgium, we keep your production moving.



## CONNECT WITH US

