

Press Release

August 2011

Curtis Packaging turns pink for Breast Cancer Charities

Curtis Packaging, the forerunners in sustainability, will be supporting the Breast Cancer Charities this year. Launching their support at Packaging Innovations London, 6-7 October, the company will make a donation for every order placed during the month and every new contact made at the Show. Visitors to their stand No J7, will also be given a free duo of pink nail polishes, kindly supplied by Mavala to encourage the "wear it pink" theme.

Sales Director, Steve Mallett, comments, "We wanted to do something different at Packaging Innovations and, as our sustainable packaging expertise is widely recognised, it made sense to tie in the stand with our support of this worthwhile cause, rather than just a showcase of our products."



Steve adds, "The team will be wearing pink but, naturally, our experts will be on the stand to advise visitors on the most sustainable carton packaging solutions. There will be a display of our most innovative and creative packaging ideas.

To support the campaign, Curtis have created a character – Polly Print – wearing pink in various guises. Watch out for her on their stand.

ENDS

Note:

With a history going back over 70 years, in recent times Curtis has taken on the mantle to lead the way in environmentally sustainable materials and production methods working towards their goal of *packaging that doesn't cost the earth*. Clients include many of the leading beauty brands including Boots, L'Oreal, Nivea, Soap and Glory, Neal's Yard and many third party contract manufacturers.

For further information please contact:

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