

++ PACKAGING IMPACT DESIGN AWARD

Packaging solutions submitted by students from the Hochschule der Medien Stuttgart, Germany, were pronounced “clever, creative concepts for product presentation at the point of sale” by the judges of Germany’s first Packaging Impact Design Award (PIDA). The competition for the new generation of designers was organized by the Swedish carton manufacturer AssiDomän Frövi which has been promoting young design talents this way in various European countries for ten years. The winning team of the PIDA Germany 2006 had come up with an ingenious new muesli bar packaging concept entitled “hängbar” designed to clip onto a lanyard keychain.



The “hängbar” packaging concept allows the product, a muesli bar, to be simply and individually removed for quick and easy snacking on the move. The design integrates an attachment inside the outer carton which allows the bars to be placed ready for convenient removal. Removing individual bars is made particularly easy in the “hängbar senior” version, to address the needs and abilities of the older target group, while the “hängbar family” version incorporates a punched hole which also allows individual bars to be threaded onto the popular key-holders currently worn by many youngsters. The winning team consisting of Jana Seyfang, Sophie Wittl and Jenny Keicher also provided evidence of their talent in the name chosen for branding their concept: “häng” refers to the German word for “hanging” and suggests attachment onto clothing or similar, “bar“ is on the one hand the English abbreviated term for a candy bar, and a bar from which the consumers can simply serve themselves as needed.

www.frovi.com +++

++ TOOLBOX SOFTWARE – MEMBER OF BEMA

The German supply chain specialist ToolBox Software has become a member of the international “Baking Industry Suppliers Association” BEMA at the beginning of the year. The trade association which was founded in the USA as early as in 1918 represents leading machine and technology suppliers for the food and baking industry. Common research and development of the member companies permits a continuous optimizing process within the food and baking industry.

“For our international strategy and our intensified focus on the Northern American bakery market the BEMA membership is an important step”, says Ralf Ulmer who is responsible for international sales and marketing at ToolBox Software.

ToolBox Software will present their customized supply chain solutions to international potential customers this year at IBA in Munich (hall B5, stand 106/209) under the roof of the ICC exhibitors’ community. As a member of BEMA, ToolBox Software will also be present at the „International Baking Industry Exposition” IBIE in Orlando, USA, in October 2007.

www.toolbox-software.com +++

++ BREAD WITH A UNIQUE BENEFIT

Now there’s a tasty and convenient way to be a healthy “breadwinner“ for your heart. Oroweat® Whole Grain & Oat Bread is the first bread produced by Bimbo Bakeries USA to contain Cargill’s CoroWise™ Brand Naturally Sourced Cholesterol Reducer™ plant sterols. Plant sterols have been clinically shown to help lower cholesterol. Three delicious slices of Oroweat® Whole Grain & Oat bread each day, as part of a diet low in saturated fat and cholesterol, will provide at least 0.8 grams of plant sterols, which may help reduce LDL cholesterol* (often called “bad” cholesterol).

Just as cholesterol is present in all animals, plants have a “sterol” of their own that is a natural cholesterol block-

er. To the body, plant sterols look a lot like cholesterol, but they are not absorbed in the body like cholesterol. Therefore, when you digest a meal, plant sterols compete with cholesterol and help to block cholesterol’s absorption. Reducing total and LDL “bad” cholesterol levels in the body is recognized as an important way of reducing one’s risk for heart disease. In fact, the efficacy of plant sterols is supported by more than 50 years of clinical research indicating that eating plant sterols can lower LDL cholesterol.



More good news: the addition of CoroWise™ brand cholesterol reducers does not affect the flavor, texture or calorie content of your favorite foods or beverages.

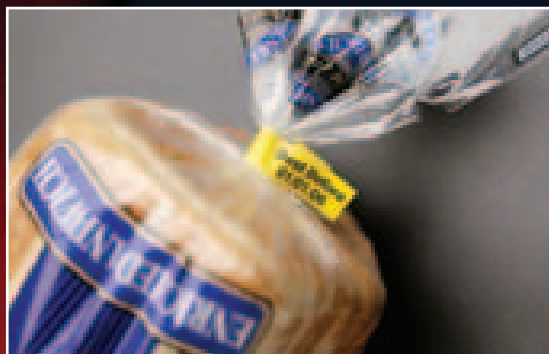
In addition to containing CoroWise™ brand cholesterol reducers, Oroweat® Whole Grain & Oat bread is made with 100 percent whole grain and whole oats, providing the nutritional benefit consumers expect from Oroweat. The bread is also a good source of fiber, vitamins, minerals, phytonutrients and antioxidants, and contains no hydrogenated oil or trans fat.

www.cargill.com +++

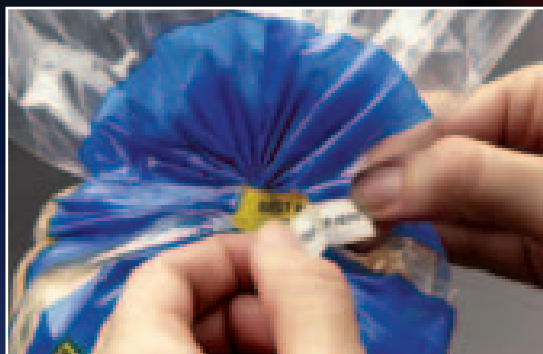
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