

## Press Release

### **Macfarlane Labels Seal it with Walkers Shortbread**

Macfarlane Labels Ltd, leading specialist in self adhesive and re-sealable labels, have launched their innovative packaging system, Reseal-it, in the UK with Walkers Shortbread Ltd, the worldwide brand famous for traditional Scottish products including shortbread and oatcakes.

Reseal-it is a re-closable and tamper-evident labelling system which allows consumers to easily open products and reseal them again, without the fuss of cling film or storage containers. This ensures freshness and pack integrity while helping to prolong the life of the food product resulting in less food waste.

Macfarlane Labels' Reseal-it pack concepts have already gained significant success and popularity in Europe and North America with over 600 million packs sold in the last three years.

Gregor Williamson, Managing Director at Macfarlane Labels, said:

“Following our recent expansion of Reseal-it into the biscuit market in Europe from our traditional markets in sliced meats and cheese, we were delighted to be given the opportunity to launch Reseal-it in the UK with a well established brand like Walkers Shortbread.

“Walkers chose Macfarlane Labels' pre-applied system, which involves the application of Reseal-it labels to Walkers' existing printed film stock, giving Walkers an economical, quick and investment free access to the benefits of Reseal-it.”

Richard Walker, Technical Director at Walkers Shortbread, said:

“We initially trialled it on one pack size and noticed significant benefits to both us and consumers.

“We continually aim to deliver the highest quality to our customers and one thing we always keep an eye on is developments in packaging technology. We saw the ‘Cookie’ Reseal-it concept at an exhibition in the USA and thought it would appeal to and benefit our customers with its re-closable and tamper evident capability.

“It is important for us to maintain strong brand recognition and one way of achieving that is through our distinctive red tartan packaging which reflects our Scottish heritage. Reseal-it supports this by retaining pack integrity of our packaging and branding.

“We are delighted with the Reseal-it labelling system and considering introducing it into other lines.”

Gregor Williamson added:

“I am thrilled that a world famous brand has adopted our Reseal-it concept on a range of their biscuits here in the UK. We look forward to continuing to work with them and are hopeful Reseal-it will increase into additional lines.”

**ENDS**

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### **Further Enquiries:**

Mhairi Greer  
Spreng & Co

Tel: 0141 229 0482  
Mob: 07738 73950

### **Notes to Editors**

#### **Macfarlane Labels Ltd**

- Macfarlane Group PLC was established in 1949 by Lord Macfarlane of Bearsden KT.
- Macfarlane Group is an international organisation with businesses in the UK and Europe.
- Macfarlane Labels is located in Kilmarnock, Dublin, Ireland and Sweden.
- Macfarlane Labels serves industries including: food, pharmaceutical, healthcare, electronics and industrial.
- Macfarlane Labels offers a complete labelling service from design, production, delivery and stock management.

#### **Walkers Shortbread Ltd**

- Walkers Shortbread Ltd is based in the Scottish highlands in the village of Aberlour.
- Walkers Shortbread's history dates back to 1898 and was established by Joseph Walker.
- Today, Joseph Walker's great grandchildren, the fourth generation of Walkers, run the worldwide traditional family business.
- The quality of Walkers Shortbread has attracted a number of international awards, including: five gold Mondiale medals and the Food from Britain Innovation Award.

