

## PRESS RELEASE

### Introducing the Schur<sup>®</sup>Star Piping Bag for Foie Gras Mousse: Sophistication and simplicity in perfect unity

#### Differentiation through added value

When Spain's prime producer of luxurious delicatessen looked for a way to differentiate their new product line through added value, their eyes fell on the Schur<sup>®</sup>Star Concept. The perfect combination – simplicity of concept together with a creative bag construction - easily convinced them to go for a Schur<sup>®</sup>Star solution.



#### Brilliantly simple: The bag is not only container, but also dosing and decoration tool

Foie gras is not an everyday product consumed in large quantities, but a delicatessen to enjoy in delicate portions. This makes the Schur<sup>®</sup>Star Piping Bag the perfect packaging solution, as the bag not only holds and promotes the product, it also works as dosing and decoration tool. After having cut off the tip of the bag, the consumer may dose exactly the desired quantity of foie gras and pipe rosettes or swirls like a professional chef. The bag is decorated with a clean and stylish design, enabling the product itself to play the lead role and appeal to the gourmet consumer.

#### Spain's largest producer of foie gras products

Martiko, Spanish reference in the world of delicatessen, focuses its activity on the elaboration of duck products achieving the presence of its products on the tables of the world. A family business that combines tradition and technology. Its breeding system contributes to control the entire traceability of the process, from the egg to the final product. The desire to offer the best products has led them to develop ingenious recipes that reach all audiences, bringing them this noble foie gras product.

#### The Schur<sup>®</sup>Star Concept: Maximum flexibility, no complexity

With the Schur<sup>®</sup>Star Concept, the foie gras producer can profit from a total solution with optimal flexibility – and a wide range of options in terms of bag constructions and product processing. The Schur<sup>®</sup>Star Concept consists of the Schur<sup>®</sup>Star Packaging Machine and premade Schur<sup>®</sup>Star Bags

that are linked together on a string to ensure a smooth packing process. The foie gras is filled in a fully automatic packing process – and the length of the filling line makes it possible to employ double filling, resulting in increased production capacity despite the delicate product. After filling, the bags are pasteurized and finally a thermal transfer printer adds sell-by date and product identification codes. A line extension with a catering size is in the pipeline, as are other bag constructions.

### **Available with a ridged nose cone and other features**

The Schur<sup>®</sup>Star Piping Bag was developed for pastry and semi-liquid products like sauce, mayonnaise, jam, whipped cream, and icing – practically any product that requires convenient dosing. Laminate constructions with excellent barrier properties are available, offering optimal storage capabilities for the specific product. If required, a rigid nose cone, possibly with a reclosable cap, can be inserted into the bag before the product is filled; also features like suspension holes, a reclosable zipper and a nick for easy opening are available.

### **The Schur<sup>®</sup>Star Concept is applied in all segments**

The Schur<sup>®</sup>Star Concept is applied worldwide by more than 500 companies. Applications comprise any type of product: From fresh produce to frozen food, liquids to confectionery and toys to hygiene, technical and fertilizer products. All are packed in bag constructions that offer high convenience in every step of the cycle – from the producer, to the retailer, and to the consumer.

### **About Schur**

Schur is an international team of 15 companies, offering packaging, packing machines, packaging systems, and knowhow. Schur has a staff of approx. 850 at factories in Denmark, Australia, Sweden, Germany, and the USA. Schur<sup>®</sup>Star Systems are operating out of Flensburg Germany, Melbourne Australia, and Carlsbad USA. We use the knowhow of the entire Schur group to be able to offer the best possible flexible packaging solution to our customers.

### **Let us introduce you to the Schur<sup>®</sup>Star Concept!**

Meet Schur<sup>®</sup>Star Systems at

**All4Pack, Paris** - 26-29 November at Stand 7 D187 .

### **Questions? Please call us!**

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