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## New contract for versatile adhesive in ready meal packaging

A new supply contract for 2009 has been signed between convenience foods producer Greencore and hot melt adhesive manufacturer Beardow Adams. It follows nearly ten years of trouble free running of its BAM 1829 hot melt at a Greencore ready meal plant in the UK.



Beardow Adams supply seven Greencore facilities and BAM 1829 is used for sealing cartons and manufacturing sleeves at the site producing the Kiveton's Kitchen brand, as well as many private label chilled foods.

“What makes this application interesting is that the adhesive has to be versatile enough to bond products that can be ambient, chilled or frozen and produced on different machines running at different speeds and using different application systems – dauber, jet and wheel,” says Mike Stevenson, Beardow Adams’ UK Sales Director. The material is a standard grey-back uncoated and varnish free board of varying sizes and weights.

“It shows that using a premium adhesive pays dividends. BAM 1829 has run trouble free since they first approved it in 2000 and Greencore has been able to reduce its stock inventory, with improved efficiencies,” he said.

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Beardow Adams says that BAM 1829 is light in colour, is clear when set, has a flexible open time to cope with different machine speeds, sets rapidly and has strong fibre tear within a few moments of being applied.

“With the new supply contract and other new customers signing up to the benefits of this hot melt, bonding with BAM 1829 is going from strength to strength,” says a very bullish Mr Stevenson.

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— **Ends/248 words** (+ address details):: *Buzz ref 200/1* —  
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**CAPTION**



**Reference:** Kiveton's Kitchens packs (left) - IMG\_2576 - CMYK.jpg



**Reference:** Kiveton's Kitchens packs (right) - IMG\_2594 - CMYK.jpg

**Beardow Adams' BAM 1829 hot melt adhesive is used to pack a wide variety of cartons and sleeves produced under differing production conditions at Greencore's UK's facilities.**