

Snapware Showcases Updated Polypropylene, Tempered Glass Food Storage

CHICAGO— Snapware is expanding its plastic food storage assortment with the debut of several items in sizes the company says accommodate a variety of foods.

On display at the International Home + Housewares Show here will be the Smart Store line of storage containers, which company officials said are designed to fit on standard shelf depths. The new containers are made from high-impact polypropylene and incorporate a newly developed additive, which significantly enhances durability, according to the company. The containers feature carrying handles for easy portability.

The line is currently available in clear or black, with custom colors available for seasonal or large volume orders. The line comes with color-coded packaging and optional point-of-purchase signage is also available.

Company officials said the Smart Store system has based its container sizes on standard shelf depths. The system is based on six different foot-

prints (10, 12, 14, 16, 18, 20 inches), which coincide with standard shelf depths. (Matching lids also use the same inch identification system.) Widths vary from 8 to 16 inches and heights range from 3 to 12 inches, depending on the depth chosen. The system has a total of 15 sizes, all designed to save space by stacking modularly.

The U.S.-made



Smart Store collection comes with a 10-year warranty.

The company's two-layer Cookie & Cupcake Carrier product is 14.25 inches long x

10.5 inches wide x 7.5 inches high. It features two interlocking trays, plus a carrying handle. Each tray has a removable and reversible insert,



Snapware's GlassLock line (above) and Cookie & Cupcake carrier.

complete with handles for easy removal. The insert can also function as a serving piece.

On one side, the insert has been molded with 12 rings that position and stabilize cupcakes and muffins. The reverse side features a smooth surface, which can be used in two ways. When the insert rests at the bottom of the tray, it can ac-

commodate a one-quarter sheet cake or other baked items up to three-inches high.

The Cookie & Cupcake Carrier is made from FDA-approved, food-safe polypropylene and is dishwasher (top rack only) safe, company officials said.

GlassLock is a new tempered glass airtight food storage line. The containers are made from stain-proof, shatter-resistant, tempered glass, and are manufactured to withstand repetitive usage in the refrigerator, freezer and microwave, according to the company.

Airtight polypropylene lids that feature a silicone gasket and four-latch design accompany the glass containers. GlassLock is available in rectangle, square and round shapes in seven different sizes— from 1.7 to 8 cups. Suggested retail price ranges from \$6.99 to \$14.99.