



# Wrapmaster® Foodservice Dispensers in the UAE

## Background

With over forty years in the industry, Chef Uwe Micheel is President of the Emirates Culinary Guild (ECG) and Director of Kitchens at the Radisson Blu, Deira Creek. With budget and efficiency a top priority, Micheel trialed Wrapmaster® after coming across the professional dispensers in Europe.

*During the trial the Radisson Blu kitchen saved 25% on its cling film usage.*

“We’d always used cardboard cutter boxes for our cling film and hung the cling film over the workstation. We found Wrapmaster® very, very helpful. The feedback from the team was just how comfortable the dispenser was to work with and its portability. Everyone was very positive and found it much easier having Wrapmaster® at the same level as their food to wrap and cover.”

Trialing the new Wrapmaster® 4500, the dispenser features all the benefits that have made Wrapmaster® the number one brand in Europe and was *designed with efficiency in mind*, delivering a perfect cut to foil, cling film and baking parchment.

“I would recommend Wrapmaster® to any chef. *It’s a product which should be in every kitchen, big or small...*”

“ With a 25% cost saving it’s a product that should be in every kitchen, big or small ”

*President of the Emirates Culinary Guild, Uwe Micheel*





Concealed blade for safe cutting,  
no more cuts from cutter box blades



Reduces waste and increases  
productivity with a proven 20% cost  
in use saving vs cardboard cutter box



Easily disinfected in a  
commercial dishwasher



Easy to clean and sanitise during service,  
reduces the risk of cross-contamination.  
Recommended by food safety practitioners

*...It's safe, hygienic and it saves money.*  
During the trial we *saved 25% on our cling  
film usage, because of the clean cut we're  
no longer wasting film.* Which is money for the  
hotel and we're helping the environment."

As President of the Emirates Culinary  
Guild, Chef Micheel was also part of the  
development team for HACCP (Hazard  
Analysis and Critical Control Points) and  
the food safety management procedures  
all UAE kitchens must adhere to. The  
Radisson Blu, Deira Creek was one of the  
first hotels to achieve the certification  
when the standards were introduced.

Chef Micheel continues:  
"Food safety is the most important thing. As a  
chef you have the life of your guests in your  
hands every day. What was completely new  
for me was you can put Wrapmaster® in a  
dishwasher and it's perfectly sanitised when it  
comes out. *It was so easy, so good, so fast.*"

Built for demanding professional kitchens,  
Wrapmaster® can be wiped down and easily  
disinfected in a commercial dishwasher  
to minimise cross-contamination, a clear  
benefit for the HACCP rated kitchen.

With team safety a top priority, the old  
cardboard cutter boxes had also proved  
problematic for the kitchen especially  
during busy service times. Wrapmaster's  
concealed blade removed that issue.

Micheel adds:  
"With the old boxes, we had a lot of  
cuts on the fingers. There's no risk of  
injury at all with a Wrapmaster®."

Wrapmaster® is proven to have a big  
impact on kitchens on hygiene, safety  
and cost savings, using *20% less cling  
film, 25% less foil and 25% less parchment*  
compared to a cardboard cutter box.



For more information on Wrapmaster®  
call 01952 678800 or visit [www.wrapmaster.global](http://www.wrapmaster.global)

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