



# Wrapmaster® Sustainable Collection Makes a Splash at The Deep, Hull

## Background

With up to half a million visitors a year, The Deep is one of Hull's leading educational tourist attractions and an international player in marine conservation. Chris Saddington, Food and Beverage Manager is part of a passionate team dedicated to promoting and conserving the world's oceans and making the world-famous aquarium a top destination for visitors.

After trialling Wrapmaster's Sustainable Collection – a range of recyclable and compostable wraps, as well as a reusable lidding solution for gastronorm trays – Chris introduced the collection as part of The Deep's sustainability mission and commitment to working with sustainable partners.

"The Deep is an education and conservation charity so wherever possible, including in our kitchens, we're looking to take positive steps in helping the world's oceans. That includes ensuring minimal food miles, using Red Tractor products and where possible working with local, and likeminded companies.

"Having a good environmental policy is one of the most important things to us. It is essential suppliers mirror what we do and we like to work with people who are as excited about sustainability

as we are. *Partnering with Wrapmaster®, who are taking forward steps in sustainability is a fantastic thing, and it helps us reduce our own impact by allowing us to recycle as much as possible.*"

Since Wrapmaster® partnered with the Deep, the catering team has been using the Wrapmaster® 4500 and Wrapmaster® 3000 to dispense their Wrapmaster® Recyclable\* PE Cling Film and 100% Compostable Baking Parchment\*\*. As well as introducing Flexsil-Lid by Wrapmaster®, the reusable lid range.

“ The Wrapmaster® Sustainable Collection is a very easy thing to recommend. The products have been easy to introduce and use, and are helping us on our sustainability journey as we work towards being a carbon-neutral organisation. ”

*Food and Beverage Manager,  
Chris Saddington*





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

"As an ocean conservation charity, people expect us to lead the way in terms of plastic reduction. *Wrapmaster®'s recyclable PE cling film is a dream for us. Being able to switch from a non-recyclable film to a recyclable film was big step. It's a great way for The Deep to still use film but minimise our impact on the environment.*

We can use it to stop food spoilage and help us on our sustainability journey. It's part of our closed loop recycling, so the film can go to the right place and be made into a new product."

Wrapmaster®'s Compostable Baking Parchment has also proven to be a simple switch to maintaining The Deep's single-use compostable policy.

"We love the baking parchment as it works with our recycling and so we can ensure it's sent off to the right facility. *The fact it is made from sustainable forests, is natural and has no harsh chemicals helps us to minimise our environmental damage.*"

Food waste is a big challenge for the hospitality industry and one Chris is tackling head on by trading up his prep storage to Flexsil-Lid™ by Wrapmaster®. The award-winning silicone lids create an air-tight seal on gastronorm trays and containers to keep food fresh and tasty for longer.

"One of the most important things within the kitchen is to reduce food waste. With Flexsil-Lid™, we have found it useful to have reusable lids for storing our prep. The fact we can use it in combi-ovens, put it through dishwashers, use it for hot food, as well as cold, *makes it a fantastic product to minimise our food waste and help maintain our sustainability.*"

With a freshly prepared all-day menu available to visitors, as well as private events ranging from weddings and sleepovers to corporate events to cater for, the dedicated catering team must work efficiently while keeping kitchen waste to a minimum and food safety a priority. Something Wrapmaster® dispensing systems support across the operation.

"Wrapmaster® has shown us the best way to cover our foods and stop potential spoilage. *The hygiene is absolutely fantastic, as you can put the system through a dishwasher.* Also the safety side, it's safe for my chefs to use or a member of the catering crew. Obviously not having a dog-eared cardboard box on the side of the servery is always good too!"

\*PE Cling Film from Wrapmaster® is recyclable in the PE waste stream. Please check local facilities for PE Cling Film recycling options, including major supermarkets.

\*\*Baking Parchment from Wrapmaster® is certified for home or industrial composting.



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

