

HalfMoon™

– presents your products in a new shape

This new pack has an eye-catching half-moon shape and offers a whole range of benefits: It is easy to carry; it offers innovative ways for POS presentation and a big surface for branding.



Exciting display options

Almost as if cut right through the middle, this new pack from RPC Superfos lives up to its name: HalfMoon™. The shape is out of the ordinary, sure to impress and registered as a European Community Design. Not only will the pack strengthen the impact of your marketing efforts; it is also highly functional for end-users, easy to handle in your production and offers distributors many exciting options for display – for example by making two halves form one full moon.

Carry with comfort

The ingenious design of HalfMoon™ provides end-users with true convenience and user friendliness. It has a clear ergonomic advantage, as it is easy to carry a container which – thanks to its shape – is close to the body and straight below the shoulder of the person carrying it. The weight of the container will feel less heavy.

An excellent choice for many segments

The HalfMoon™ container is right for a wide range of products: It could be various food products, fats & oils, building materials, cosmetics, confectionery, pellets or paint. Currently, under an exclusive agreement, the container is used for pet food pellets for cats and dogs, but other domestic animals food types remain an option. RPC Superfos looks forward to receiving requests from any producer, food or non-food.

Volumes

The regular size is 396 mm x 240 mm with a 16,8 litre volume under lid. A 5,6 litre volume and other additional volumes are in the pipeline. If you consider some specific volumes in connection with a particular order, please do not hesitate to ask us for our advice – RPC Superfos can help you make the right decision.

Logistic advantages

The special shape with one round and one flat side lets you save space, as the container can be placed straight up against a wall, rack or shelf. HalfMoon™ is mono-material and has its plastic handle integrated in the collar, so it is ideal for palletising, stacking and unstacking. Depending on the content, you can optimise the use of your warehouse; for instance you can make 30 units fit into one pallet as opposed to only 24, if we compare to a round solution of the same diameter (326 mm).

Puts a shine on your brand

There is a very big surface on the HalfMoon™ container just waiting for your creative way of branding your product. The handles on the collar leave you ample space for a high visual impact. Decorations are made in top photo quality through in-mould labelling and the original design alone will steal everyone's attention.

Use the pack to underline that your product – just like the packaging solution – is innovative, new and outstanding.