

# THE DAILY EPIQ



## DESIGN SERVED IN STYLE

**With more than fifty years of experience in making and producing trays to its name, Roltex knows its customers' needs. Innovation is very important. They are constantly looking for technical possibilities to design a new tray in terms of both looks and quality.**

### **Karl Huylebroeck, CEO:**

"A tray is a simple product. Its functionality does not change, but there are other aspects that are important. I see a tray as a form of communication with your customer. It is an element of your interior, it must always look spotless, fresh and beautiful. A good serving tray increases the customer's experience, and that experience is extremely important today. Even if your establishment is great, if your trays don't look good, you don't do your business any favours.

That's why we closely follow the latest trends. Wood provides a warm and authentic look. Hence our choice to launch the Dura tray. Small boards or slate boards are also increasingly used to serve something tasty. But you can't put them in the dishwasher and that's essential in the catering and hospitality sector. To still give our customers this look, we came up with the S-Plank.

### **"I SEE A TRAY AS A FORM OF COMMUNICATION WITH YOUR CUSTOMER"**

We and our product developer Hugo Smid have been looking for months for the best compromise between technical feasibility, looks and quality

### **Hugo Smid, product designer:**

"With this design we reached the ideal compromise between market demands and what we think is good ourselves. The rimless S-Plank is the result of a successful collaboration: it allows you to present food in an original way, such as a cheese and cooked meats assortment, or a hamburger with a bowl of fries and a salad. We keep our finger on the pulse by often going to trade fairs and keeping up to date through good trend watch sites. After all, a tray as a product will never disappear. It gets extra functions. A tray also defines the interior decor of your restaurant and can strengthen your image. You can also get messages across by personalising trays. The greatest challenge remains launching beautiful but sustainable products that last a long time and that can be recycled. This will benefit everyone in the long term."

## ABOUT EPIQ

### **Production with an eye for quality**

EPIQ is an association of European producers with innovative and qualitative catering products. The group joins forces under EPIQ: 'European Partners In Quality', where we stand together for European production, socially responsible entrepreneurship, smart design and ecological choices.

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# UNBREAKABLE DRINK- AND TABLEWARE

**“OUR AIM IS TO ACHIEVE ZERO-WASTE  
WITH OUR RECYCLABLE PRODUCTS”**

WE FOCUS ON  
CONTINUOUS GROWTH



## What's the story of AMC in the history of EPIQ?

We have collaborated from the outset helping with the development of EPIQ group, reaching out to all our partners as they do to us.

## All members share the same business values, however the how is unique for everyone. How do you work with Corporate social responsibility at AMC, what does that mean to you?

The main ethical responsibilities of AMC with shareholders is to serve society with useful products in fair conditions and to try to achieve a reasonable growth or, at least, to maintain the continuity of the company. One of our main goals is to monitor the management of resources and waste of the company. AMC respects the environment and wants to avoid any type of contamination, minimize waste and rationalize the use of natural and energy resources as much as possible. Energy is very important for AMC. We believe that we have to fight against climate change and review our energy efficiency and the correct use of water.

We also want to respect human rights with decent working conditions promoting health and safety at work as well as the personal and professional development of our workers.

And, not least of all, we are eager to observe all laws, regulations, standards and usage respecting contractual obligations. By so doing, we aim to uphold professional ethics and fight against corruption. We believe we can design and implement strategies and collaborations with all our partners and find a good marketing strategy to reflect our corporate reputation.

## In this edition of the daily EPIQ, there is an article about ecology. What does AMC do to help the environment?

All our products are 100% recyclable because all our materials are thermoplastic, which means that our waste materials can be reused in the manufacturing process. Our aim is to achieve zero-waste in our production in the near future.

## What's your future goal at AMC? What growth do you have in mind?

Our intention is to grow in quality, sustainability and good practice. We don't want to think only in numbers. We are realistic. We know that growth will depend on the evolution of the market. However our main objective is to achieve an economic growth through EPIQ for all partners with a presence in countries such as America, North Africa and the Middle East.

## What's your ultimate dream / ambition with the EPIQ group

AMC wants to be able to help evolve and grow EPIQ with all our partners.



## PRODUCT FOCUS

PARTNERS WITHIN THE EPIQ GROUP CLOSELY MONITOR THE GROUP'S CORE VALUES WHEN CREATING NEW PRODUCTS. EUROPEAN PRODUCTION AND ECOLOGICAL CHOICES IN THE



The grain tray is made of super-strong polyester, perfect for intensive use. The matt structured surface gives a classy look and feel. Comes in modern colours, 3 sizes and with option of personalisation.



First reusable coffee-to-go with antibacterial protection, comes with an anti-slip foot and can be fully customised with the logos or designs of your choice. This 350ml mug helps to move away from disposable cups. The insulation ensures better temperature retention, warm stays warm, cold stays cold longer.



## 100% RECYCLABLE, THAT'S WHAT WE GO FOR

For years, plastic was churned out without a second thought about the impact on the environment and nature. In recent years however, there has been a growing general awareness of the negative aspect of this production. Governments draw up plans to recycle more plastic and, better yet, the ambition is that by 2030 all plastic packaging will be reusable or recyclable.

### Where's the pinch?

One of the biggest advantages of plastic is that it seems to last forever. That's what it was designed for after all. But that's also precisely the big problem of plastic. All plastic that is not recycled or burned ends up in our environment. According to the BBC, 10 million tons of plastic ends up in the sea every year. This plastic is often disposable, and that's where things go spectacularly wrong.

PRODUCTION PROCESS ARE ALSO TWO VERY IMPORTANT VALUES. DISCOVER SOME INNOVATIVE PRODUCTS BY THE MANUFACTURER HERE.



You can't go wrong with these timeless porcelain-effect plates. They feel sturdy and are unbreakable. They also have a soft neutral colour and can be placed in the dishwasher with no worries. Maximum looks, maximum user comfort.



High quality and high rims makes scooping up food from this plate easy. The integrated friction plate at the bottom holds the plate in place, ideal for eating with one hand. The plate can be used for any type of dish, from soup to dessert. Available in various colours.

## INTERESTED IN OUR PRODUCTS?

**Are you interested in any of these products and do you want to know more? Or are you curious about anything else EPIQ has on offer? Send us an email now to [info@epiq.pro](mailto:info@epiq.pro) or visit our website [www.epiq.pro](http://www.epiq.pro) for more information.**



## HELP SAVE THE ENVIRONMENT - HELP SAVE MONEY

plastic cups are thrown away in companies after only one use. But, when you have a durable plastic cup, every employee can always reuse his or her own cup, which means a considerable reduction in costs for the company. It also allows the company to call itself environmentally-aware.

### The promise of all EPIQ partners

EPIQ promises to be a trigger in the fight against single plastic use, against the disposable society where plastic ends up in nature. Work together with all EPIQ Partners to recycle old products. For example, Harfield already allows its customers to return products for recycling. The customer pays a small transportation or delivery cost for this, which means that Harfield can increasingly work on a world where plastic is only sustainable and recyclable.

### The aim of EPIQ

Ecology is one of the four major foundations that are central to EPIQ. The materials used must be as sustainable as possible with all partners and be as recyclable as possible.

We said earlier that plastic is usually designed to last forever, and that is also the purpose of the EPIQ products, because that's not really the problem. What EPIQ wants to tackle for good is one-off, disposable use in our society. EPIQ partners also aim to produce optimally recyclable goods, where they take responsibility at the end of the life cycle to set up the recycling process.

### Sustainability first

For all partners it's all about frequent use of the products. This motivation for sustainability is central to EPIQ's Ecological Plan. All the individual partners also take care of cost-effectiveness for the customers. That serves the Ecological principle. Affordable products make choosing an EPIQ product easy for the customer because, besides the Ecological aspect, the customer can also rely on cost effectiveness. For example,



**roltex**<sup>®</sup>



*August Lundh*  
ESTABLISHED 1921

**proplast** s.a.

WWW.WEBAMC.COM | WWW.ROLTEX.BE | WWW.HARFIELDTABLEWARE.CO.UK | WWW.AUGUSTLUNDH.SE | WWW.PROPLAST.COM.GR

## CASE STUDY AUGUST LUNDH 2018

### TARGETS

Sundbyholms Gästhamn is a guest harbour and recreational spot close to Mälaren (Stockholm). The Guest Harbour has been run by two sisters, Helena Pagoldh & Ulrica Sjöberg, for over twenty years. They have worked with August Lundh for several years and are delighted about the drink dispensers.

In 2017 they opened their new restaurant Västra Porten, located in Stiga Sports Arena in Eskilstuna. When opening the new restaurant in Stiga Sports Arena the two sisters naturally turned to August Lundh for equipment. Besides the dispensers they chose unbreakable tumblers and unbreakable dipping bowls for their busy lunch hours and outdoor seating area.

“The products have well exceeded our expectations. The staff are delighted with the lightweight tumblers. The fact that they’re stackable makes it even better. Washing-up is so much easier now, and the staff are happy with their lightness”, says owner Ulrica Sjöberg.

Besides the two restaurants the sisters also do catering for different events around the region. The unbreakable range thus travels far and wide, and its durability is certainly put to the test!



## CONTACT US

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## WHERE TO SEE US

**GULFHOST**  
Dubai - 30 10 2018 & 01 11 2018

**CONGRESO RESTAURACIÓN COLECTIVA**  
Madrid - 06 11 2018



**ISBL NATIONAL CONFERENCE**  
Birmingham - 15 11 2018 & 16 11 2018

**CHRISTIAN SUPPLY CHAIN**  
Leicestershire - 09 01 2019

**FAST FOOD & CAFÉ**  
Stockholm - 30 01 2019 & 31 01 2019

## NEW MEMBER

Proplast has recently become a partner of EPIQ. The Greek company was created in 1978 in Thessaloniki. Initially, they focused on products for households, but today the focus has shifted to the catering and hospitality sector. Their range includes non slip serving trays, antimicrobial cutting boards, modular shelves and much more.



**HIP**  
Madrid - 19 02 2019 to 21 02 2019

**CASUAL DINING SHOW**  
London - 27 02 2019 & 28 02 2019

**NORTHERN RESTAURANT AND BAR SHOW**  
Manchester - 19 03 2019 to 20 03 2019