



SWEET DEAL FOR PETERBOROUGH PACKAGING COMPANY £50,000 FOR NEW EQUIPMENT

A business in Peterborough has been awarded funding for a new packaging line from the Eastern Agri-Tech Growth Initiative.

Manasty Packing Ltd are contract packers and are part of the Sweet Ideas Group, who provide packing facilities for dry food products such as confectionery, snacking lines and cereals.

To grow the business, Manasty Packing will purchase and commission a new packing line, enabling the business to increase its productivity and expand their workforce by taking on three more members of staff to operate the new line.

Mark Reeve, Chairman of the Eastern Agri-Tech Growth Initiative, commented:

“We have given Manasty Packing a grant to help them grow their business by commissioning a new food packing line- the new equipment will help the company to increase their daily output and expand their customer base. The food and drink industry is a key sector for the LEP and I am pleased to be able to support projects that will help the businesses in the East of England to become more efficient and profitable.”

Clive Potter, from Manasty Packing, said:

“We are delighted to have been offered a grant towards our new food packing production line. This has given us the opportunity to increase our daily output by 40% which will allow us to service more efficiently, our existing customers and to seek new customers.

“The new line will allow us to offer our customers, not only more efficiency, but also the option of newer and more innovative formats of packaging that are quickly growing in demand. We are very grateful to the Eastern Agri-Tech Growth Initiative for considering our application worthy of a grant and also thank them for all their helpful advice throughout the application process.”

The Eastern Agri-Tech Growth Initiative is run by the Greater Cambridge Greater Peterborough Enterprise Partnership (LEP) with support from New Anglia LEP, Norfolk County Council, Cambridgeshire County Council, and the local authorities covering this area.

Grants are available to organisations looking to invest in specialist equipment, new market and supply chain development, ways to improve productivity and efficiency, and the application and commercialisation of Research and Development.

To find out how the Eastern Agri-Tech Growth Initiative could help to grow your business, visit www.agritechgrants.co.uk or call the LEP on 01480 277180.



- Ends -

Notes to editors

1. The Initiative has two separate funds that are available for businesses. The first is an **Agri-Tech Growth Fund**, which will provide grants of between £10,000 and £150,000 to support improvements in agricultural productivity. Whilst the **R&D and Prototyping Fund** will provide grants of between £10,000 and £60,000 to support the development of innovative technology. Find out more at www.agritechgrants.co.uk.
2. Manasty Packaging Ltd has been awarded a grant of £46,623.25 towards this project.