



TRADE FIXTURES[™]
INDUSTRY LEADERS IN BULK MERCHANDISING SOLUTIONS

Trade Fixtures Receives EU Food Safe Approval

Little Rock, AR (PRWEB) April 3, 2008. Trade Fixtures, the worldwide leader in retail bulk food merchandising bins was recently found to be in compliance of REGULATION (EC) No 1935/2004 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of 27 Octobre 2004 on materials and articles intended to come into contact with food. An independent lab recognized for its testing standards by the EU, tested the Trade Fixtures' gravity, and scoop bins for use in food dispensing. Not only did Trade Fixtures meet their established requirements, they exceeded them resulting in the "food safe" approval.

"Trade Fixtures' bins and products have long been recognized by the National Sanitation Federation's (NSF) Certification as a standard for our use of food safe materials and manufacturing processes domestically, but we wanted to find an equivalent internationally for the other countries we transact business within, who may not be as familiar with NSF Certification. The EU "food safe" approval gives us that. EU standards are widely recognized throughout Europe, the Middle East, and other parts of the world as aggressively environmental, and consumer focused." Scott Williams, Director of Marketing.

The "food safe" approval has taken 2 years to get, but Thomas Vialpando, Vice President of International Sales notes, "the approval by the EU strengthens our position and credibility. For consumers, they get confidence in the bins holding their food products safely, and for retailers, our bins have been scrutinized and passed rigorous testing standards worthy enough of a "food safe" approval."

Trade Fixtures/Newleaf Designs is the Industry Leader in Next Generation Bulk Merchandising Solutions. Founded in 1982, and located in Little Rock, Arkansas our company is committed to the manufacturing and assembly of quality bulk merchandising displays and products.

Bulk merchandising offers consumers and retailers the opportunity to save money and eat healthier while being environmentally responsible through the reduction of waste (unnecessary packaging, food, and resources) on both the supply and consumption sides.

As we like to say...Bulk is the Ultimate Green Packaging™!

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If you'd like more information about this topic, or Trade Fixtures and our innovative bulk merchandising solutions, please contact Scott Williams, Marketing Director at 800.872.3490, or e-mail: swilliams@tradefixtures.com