

When Lamanna Direct opened at Essendon Fields in November 2010 it was the realisation of a dream for the Lamanna family. Their passion for quality, fresh Australian produce and offering 'a new kind of supermarket' to the Australian market became a reality.

One of the biggest successes of their flagship store to date is their 'Chef in a Box' concept. Superb, chef prepared meals, made on premises to ensure freshness and quality.

Confoil have worked in partnership with Lamanna Direct from the vision stage and according to Mick Costanzo of Lamanna Direct, it has been a great fit.

Mick explains why Confoil's products have been such an important part of this innovative venture;

"Dualpak, in particular, just ticked all the boxes. It is visually different from any other offerings in the market and that appealed to us from the outset. And the fact it can be used in the fridge and freezer, oven and microwave is very important to our customers. The range is extensive and the price point, attractive."

The meals prepared onsite are cooked, blast cooled, packed and chilled immediately then it's straight out on the shelf.

Of their fast growing customer base, many customers travel from afar to stock up on their favourite Chef in a Box varieties, creating a greater need for frozen meals as well as fresh. Dualpak, of course, was able to accommodate.

Confoil's range of products have found a home in many facets of the Lamanna Direct store, with their Smoothwall aluminium trays used for vegetable roast lines and Novacart paper products in the in-house bakery.

Business is indeed booming and Lamanna Direct are kept busy with additional premium catering orders and expanding product lines. Mick has big plans for the future too. New machinery in the pipeline will see even more product lines packed in Confoil's Dualpak and Smoothwall foil trays as Lamanna Direct turn their focus to the 'Light Meals' and premium catering markets.

According to Danny Maher, National Marketing Manager at Confoil, it's little surprise that Confoil and LaManna Direct are such a good match. "Australians have been waiting for this type of retail offering for some time. Dualpak, in particular, is perfect for LaManna's first-rate product lines and being an Australian owned company, manufacturing here in Melbourne, we're also proud to support a fellow Australian company."

Confoil advise that a selection of their Dualpak range will soon be available for purchase through their E-Shop online at www.confoil.com.au.

