

This content has been provided by [www.webpackaging.com](http://www.webpackaging.com)



Rieke Packaging Systems

## Hybrid helps bring the 'Snack Bar' home

Remia, a leading producer of margarine, mayonnaise, tomato ketchup, salad dressings and sauces, has developed a unique promotion for its top-selling Fritessaus mayonnaise, using the Hybrid pump from Rieke Dispensing.

The promotion, targeted particularly at families, offers a free Hybrid pump for every two 1litre packs purchased and Remia says the Hybrid is the perfect choice.

“The Hybrid is very practical, user friendly and offers an easy means of portion control; it is therefore ideal for the family market,” explains Sjors van Rooijen, Buyer at Remia. “The pump is an excellent fit with the Fritessaus container and complements the pack design, as well as providing cost-effective, reliable dosing.

“Customer reaction to the promotion has been very positive as the Hybrid offers added-value for consumers. It also creates a fun element at meal times – it’s like bringing the snack bar home.”

Rieke’s Hybrid is available in a variety of dosing options from 5ml to 30ml and is suitable for a wide range of closures. It has been specifically developed to handle viscous products like mayonnaise, and its sturdy construction ensures consistent, reliable dosing.

The Hybrid is part of an extensive selection of pumps developed by Rieke Dispensing for the food industry, enabling customers to specify a model tailored to their precise requirements.

