



Media Contact:
Nicole Tiedemann
Rosica Public Relations
95 Route 17 S, Ste 109
Paramus, NJ 07652
(201) 843-5600
nicole@rosica.com

New Product News

CoverMate Launches New Foodservice Line of Stretch-to-Fit Covers **Universal Cover Eliminates Need for Plastic or Foil Lids**

CoverMate® today announced that it is introducing a line of its popular CoverMate brand stretch-to-fit food covers designed specifically for the foodservice industry. CoverMate Foodservice covers come in a 25-count easy to dispense bag, and are the ideal solution for restaurant kitchen and catering uses because they easily fit any size or shape tray, pan, bowl or container.

The Foodservice product line includes four sizes of food covers that fit a range of items in the commercial kitchen from the smallest ramekins, glassware and cans to the largest items including half-sheet pans and full steam table pans, as well as serving bowls and platters up to 22 inches. The covers also help eliminate spoilage and prevent odor migration where various food ingredients and prepared items are stored in walk-in coolers and freezers.

A perfect alternative to conventional, more expensive rigid plastic and foil lids, the new CoverMate Foodservice line is environmentally friendly because the covers are safe for the dishwasher, can be reused repeatedly, and upon final disposal take up significantly less space in a landfill.

“We designed our newest CoverMate product offering with the foodservice industry in mind to provide a cost-effective and convenient way to keep food fresh,” said Claus Sadlier, President & CEO of CoverMate Inc. “The CoverMate Foodservice line will end the need for caterers and restaurant operators to stock an assortment of more costly containers and lids. CoverMate also makes it easier for kitchen staff to quickly uncover and securely recover items during peak hours, compared with using traditional plastic wrap.”

Made in the U.S., the covers include a patent pending FlexBand® that creates a secure seal over any size or shape container while enabling them to stretch freely, even after repeated use. Other patent pending features include built-in corners for fitting

round or rectangular dishware, and vents that allow steam to escape during microwave re-heating. The covers are made from heavy duty, clear FDA-compliant food-grade material free of BPA, PVC and latex.

CoverMate Food Covers, which are manufactured and marketed by CoverMate Inc., can be found through your local foodservice distributor or you can buy directly at www.covermatefoodservice.com. The price for an extra large size cover is approximately \$.25, a substantial savings over the cost of a comparable size dome lid which sells for over \$1.25. For more information and samples, please visit the CoverMate booth #5040 at the 2010 National Restaurant Association Trade Show in Chicago May 22 – 25.