



## The Eco Friendly Alternative to Plastic Film Wrap Flexsil-lid Debuts Clean and Fresh New Logo and Website

The revolutionary environmentally friendly alternative to plastic film wrap Flexsil-lid has become a fast favorite in kitchens where chef's and restaurant owners want to do their best to be ecologically friendly. Now the company has debuted a new logo, revamped website and easy to use QR codes all with the intention of delivering a better customer experience. The early response has been enthusiastic.

The story of [Flexsil-lid](#) is an inspirational one not only for people who believe in doing all they can for the environment, but also for native Australians who take pride in their creativity and ingenuity. The product, designed by Australian Albert David who found inspiration watching his wife work in her restaurant, expertly addresses the issues of keeping food fresh and preventing cross contamination while removing the need to use plastic film wrap or aluminum foil.

This means less waste in landfills and a huge benefit to the environment. Recently, the company announced they have upgraded both their logo and their website to cleaner and fresher designs to better carry the Flexsil-lid message. A new QR code has also been added to help deliver an even better customer experience. Visitors to their website have responded with immediate positive feedback.

"Our product really is something very special so we're always looking for new, effective ways to bring more awareness to it," commented David. "The new logo is more appealing and represents the environmental aspect of Flexsil-lid really well, while the tag line tells the features and benefit of the product in a way that's clear and easy to understand. When you combine this with the fact that our new website is cleaner, updated and much more informative, we think our customers are going to really appreciate the changes!"



The new tag line for the Flexsil-lid logo "Seal Fresh – Serve Fresh" does a great job of describing the flexible lid's benefits according to the company. Each Flexsil-lid can be used hundreds of times while still working as well as the first time it's used. This makes it a true benefit not only for the kitchen, but also, importantly, for the environment. The amount of plastic film wrap and aluminum foil that ends up in landfills and dumps is astonishing and now there's a smart, affordable way normal kitchens and restaurants can do their part to lessen their impact on the world.

The new QR code from the company goes right to a demonstration video which highlights the key benefits of the product. Seeing how easy it is to use, and how powerfully Flexsil-lid works has been a proven way of inspiring new customers to try out the product in the past, according to David, and all signs point towards that trend continuing.

Customers have been praising the recent upgrades from the company.

J.M. From Melbourne, recently remarked about the changes, "Wow, much more effective and informative than previous site, and I really love the new logo. Keep up the great work, we love your product here!"

Available in sizes of 1/9, 1/6, 1/4, 1/3, 1/2 & 1/1 in Semi clear or 'chopping board' colours.



For more info, please visit [www.flexsil-lid.com](http://www.flexsil-lid.com) or contact Phillip David at [sales@flexsil-lid.com](mailto:sales@flexsil-lid.com) or 0412 869 566.

