



## FLEXSIL-LID PROMOTING AUSTRALIAN INGENUITY GLOBALLY

After successfully winning “**Best Innovation in the Gulfood Awards 2011**” held in Dubai, Australian invented “Flexsil-lid” has continued to impress the world with its innovative product becoming a ‘finalist’ at the “**Belgium HORECA Pioneer Awards 2012**”.

The NSF Certified Flexsil-lid, also displayed at the **National Restaurant Association (NRA) Show** held in Chicago in May 2013. The NRA Show is promoted as the largest Food Show in North America.

“For our first time, we could not keep up with the amount of interest from Hoteliers, Catering Companies, Restaurantiers, Cafes, QSR’s and Distributors who felt Flexsil-lid was a great product for their business. Not only from the functionality of the product but also from the food safety & environmental aspect”, said Albert David, the inventor of Flexsil-lid.

“I was really impressed how concerned they were about their effect on the environmental footprint and are looking at ways to reduce this in their kitchens and businesses. Some government dept’s have set themselves a mission to be ‘waste free’ by the end of 2014 and Flexsil-lid can help them achieve this”, he said.

“It is disappointing to see how much waste of food, plastic wrap & foil is being disposed at most food outlets that drove me to design a product that would be practical, efficient and help save the environment” commented Albert. “I wanted to bring it to the world as Gastronorms & steam pans are used in all restaurants, cafés and hospitality kitchens globally”, he said.

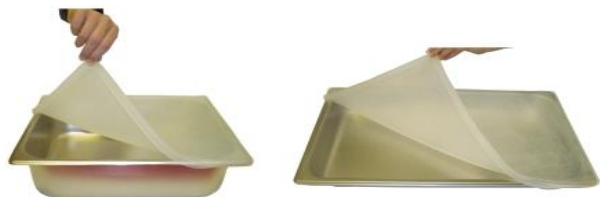


“We are wanting the rest of the world to be as excited with Flexsil-lid as they were in USA”, Albert said.

With the food safety aspect in mind, Flexsil-lid is listed on the new ‘**Safe Food Healthy Business**’ App as a strong alternative to storing food securely and safely “and does not allow any contamination when cooking or storing”, as stated on **SFHB** Facebook page.

Made from Food Grade silicon and using its patented ‘lip-lock’ design, the Flexsil-lid is designed to fit all standard Gastronorms or steam pans, covering the contents to maintain freshness longer when stored, or speed up the cooking time if used in ovens. This is achieved by trapping the heat inside the pan acting as an incubator. Designed to withstand temperatures down to -40°C if used in freezers and up to 220°C when cooking in ovens, this environmentally friendly and hygienic product eliminates the use of excessive amounts of ‘plastic’ film wrap to keep food fresh or ‘foil’ to cook with. Being a re-usable product, the Flexsil-Lid is dishwasher safe and can be used many times over.

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.

