

Wendell's new look

Wendell's new look is a result of a major rebranding exercise that has seen the company's name and logo changed to reflect its new focus on paper cups. The new look is a result of a major rebranding exercise that has seen the company's name and logo changed to reflect its new focus on paper cups.

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Benders focus on paper cups

With the recent divestment of the Benders napkin and table top business, Benders (www.benders.co.uk) have now re-launched the business as the Benders Paper Cup Company with a new logo and a newly consolidated position which they claim makes them Europe's largest dedicated paper cup manufacturer, based in the UK.

New staff have joined the

business and a raft of new investments have also come on line, say the company.

"2010 is shaping up to be an exciting year for the business, as all we focus on now is paper cups. We have the resource and commitment to ensure that our customers get exactly the right product, and with one of the largest ranges of unique products in the market, we can support

the needs of every type of customer from the smallest to the very largest," said Andy Cunliffe, managing director.

Benders make all their paper cups in the UK using ethically sourced raw materials from sustainable, managed forests, but where possible, manage the impact of their business by sourcing and supplying locally.

