

## Sabert looks forward to 2025 with leading executives in new roles

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2024 was a landmark year for [Sabert Corporation Europe](#). As a leader in sustainable foodservice packaging, the company is setting its sights on an even more dynamic 2025.

“Last year was a year of significant milestones,” says Alex Noake, the new Senior Vice President and Managing Director of Sabert Corporation Europe. “We launched three major product lines in 2024 and initiated development on several more, which we are eager to unveil this year.”

### Setting the Benchmark for Innovation in Sustainable Packaging

Sabert has always been a trailblazer in the foodservice packaging industry and the company’s innovation continued to be widely recognised in 2024. The Snap2Go range – a fully recyclable solution for chilled meals and food-to-go outlets – won the New Product category at the British Sandwich & Food to Go Industry Awards – The Sammies.

Later in the year, Tray2Go – a fully recyclable packaging solution for sushi, other chilled food-to-go, confectionery and bakery products – earned the prestigious National Gold Award in the Paper & Packaging Innovation category at the Green Apple Awards for Environmental Best Practice.

August 2024 marked the full market launch of Hot2Go – a game-changing, fully recyclable solution for hot food on the go. With its plastic-lamination-free design, Hot2Go reflects Sabert’s commitment to sustainability and versatility. “Hot2Go is already transforming the market and we look forward to showcasing it alongside our other innovations at Packaging Innovations 2025 at the NEC in February,” adds Alex.

## Redefining Bagasse in 2025

Over a decade ago, Sabert was the first to bring quality, functional Bagasse Pulp packaging solutions to the European market, setting the gold standard. Fast-forward to 2025, and while competitors have scrambled to emulate Sabert's success, the company continues to outpace them through creativity, superior quality, design and groundbreaking innovation.

"Many years ago, Sabert introduced Pulp to the market and since then everyone and their shadow has tried to replicate what we've achieved," says Alex Noake. "In fact, some people openly tell us, 'We copy you'. But at Sabert, we wear that as a badge of honour. It means we're leading the way. We use it as fuel to stay ahead of the curve and bagasse is at the heart of our R&D efforts for 2025. Our goal is to push the boundaries of what's possible with Pulp-based packaging, but that's all I'm saying for now – you'll have to wait and see."

### With Innovation comes Evolution

"With innovation comes evolution, and we are announcing a few changes to people and roles across the business," says Sabert's Global CEO, Paul McCann.

"Firstly, Philippe Leemans, our European business leader, has stepped back into a consulting role with a focus on New Product Development. Philippe joined Sabert 36 years ago and his leadership has helped to create the strong and successful European business we have today.

"With this news, I am excited to announce that Alex Noake has become the Senior Vice President and Managing Director of Sabert Corporation Europe, while continuing to lead Sabert's business endeavors in the UK and Ireland.

"Alex joined Sabert in 2023, bringing with him a wealth of food packaging experience from Bunzl – where he served in various financial, commercial and general management leadership roles. During his time with Sabert, he has quickly helped to reignite our sales growth and has repositioned our commercial team for continued success across the continent."

Recently, Sabert Corporation Europe bolstered its sales organisation with impressive, high profile leadership acquisitions including: Jack Richardson as the Global Accounts Lead; Mark Byrne as Sales Director for UK, Ireland and Norden; and Jean Daniel Fouquet as European Sales & Marketing Director. "Our new sales leaders are redefining what's possible in their regions. With their unique strengths and shared focus on excellence, they are creating opportunities to dominate the market. This is the beginning of an extraordinary journey for our sales organization and our customers," proclaims McCann.

In addition to sales, Sabert has announced that Olivier Bracq will be expanding his role at Sabert Corporation Europe as regional Chief Operating Officer and Chief Financial Officer, reporting to Alex. "Olivier joined Sabert in 2018 as Finance Director, before expanding his responsibilities to include Belgian operations. Building on his already strong financial acumen he has made significant contributions to fostering a culture of continuous improvement and efficiency across the operations and supply chain," shared McCann.

"I am confident that Alex, Olivier and the rest of the team will continue to grow and expand Sabert Corporation Europe, building on the legacy Philippe has created."

## Sabert Corporation Europe in 2025

“We have over 40 years’ experience in providing innovative, sustainable value-added food packaging solutions to the highest quality standards, supported by outstanding customer service,” concludes Alex Noake. “Reinventing food packaging to nourish and protect our world – ‘We make food look great’ has evolved to more than a tag line.

“We will also continue to offer our clients the best guarantees in terms of quality, safety and service, making Sabert the ‘go to’ for every foodservice operator’s sustainable 2Go foodservice packaging solutions.”

To see Sabert’s latest sustainable foodservice packaging solutions, visit stand G50 at the annual Packaging Innovations show at the NEC, Birmingham, on 12th and 13th February, or Booth D55 at the 60th Anniversary CATEX 2025, which will take place in The Royal Dublin Society, Simmonscourt, Dublin on the 18th-20th February. For those who like to travel, you can also meet us on Booth G6C16 at the Sirha exhibition running from 23rd to 27th January in Lyon.