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Robinson PLC  
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ROBINSON plc  
Product Innovation recognised by National Award Scheme

Robinson plc ("Robinson" or "the Company"; stock code: RBN), the custom manufacturer of paperboard and plastic packaging for the food, drinks and personal care markets, is pleased to announce that its subsidiary, Robinson Paperboard Packaging, has won an award for Industrial Innovation from Yorkshire Forward Centres of Industrial Collaboration ("CIC") as a result of its partnership with Design Futures, part of Sheffield Hallam University. Bridging the gap between industry know-how and university research, CIC helps businesses improve commercial competitiveness by harnessing the skills of leading R&D facilities in the Yorkshire and Humber areas.

Robinson recognises the importance of innovation in a highly competitive environment. A collaborative arrangement between its in-house packaging designers and the creative team at Design Futures has enabled Robinson to become more responsive to its customers' needs and to proactively develop innovative "home-grown" products. For example, Robinson already incorporates RFID tags into its spirally wound paperboard tubes at the manufacturing stage. These tags allow brand owners and retailers to manage their supply chains more effectively and to detect and eliminate product counterfeiting and diversion.

Professor Jim Roddis, Assistant Dean for Research and Development at Sheffield Hallam University, said:

"It's refreshing to work with a company with a clear strategic direction, which understands and manages the risks involved in innovation and invests in fundamental research to underpin new product development."

Jon Marx, Chief Executive of Robinson plc, commented:

"I am delighted that our creative partnership with Design Futures has been recognised by this significant national award. Robinson is committed to delivering greater customer satisfaction and cementing our relationships with our blue chip customer base by developing bespoke, innovative packaging solutions."

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Notes to Editors

About Robinson plc

Based in Chesterfield, and with additional manufacturing facilities in Kirkby-in-Ashfield, Nottinghamshire, in Toronto, Canada, and in Lodz, Poland, Robinson currently employs over 400 people. It was formerly a family business, with its origins dating back some 165 years. Today the Company's main activities are in the manufacture and sale of rigid paper packaging and injection moulded plastic packaging. Robinson operates primarily within the food, drink, confectionery, cosmetic and toiletry sectors, providing niche or custom manufacture to major players in the fast moving consumer goods market, such as Nestle, Lever Faberge and

Whyte & Mackay. The Company also has a substantial property portfolio with significant development potential.

About Yorkshire Forward Centres of Industrial Collaboration

The Yorkshire Forward Centres of Industrial Collaboration help businesses, both large and small, improve their commercial competitiveness by harnessing the technical expertise of world-leading R&D facilities in the Yorkshire and Humber areas, translating knowledge and facilities into business benefits. The awards showcase academic and commercial partnerships which increase competitiveness as well as demonstrate wider environmental, social, health or industrial benefits.

About Design Futures

Design Futures, part of Sheffield Hallam University, incorporates product and packaging design consultancy and art and design research.

For further information, please contact:

Jon Marx, Chief Executive, Robinson plc 01246 220022 [www.rilson.co.uk](http://www.rilson.co.uk)

Susan Scott/Michael Padley, Bankside Consultants 020 7367 8888

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