

## Elasto helps realise cool idea for on the go snacks

By Anthony Clark  
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Carolina Sundberg, the Swedish inventor of the Frozzypack packed lunch cool box, develop her product with the help of a specially developed TPE from Elasto.

"My daughter was going to skate with the school. At 7am I packed pancakes in her lunchbox that would be eaten five hours later," said Sundberg. "I wanted her to put the lunchbox in a cooling-bag with an icepack but my daughter didn't want that.

"She had enough to carry; skates, helmet, lunchbox and drink. I tried to just put the icepack in the bag, but that did not work either. I thought – why is there no lunchbox with cooling in it?"

Frozzypack keeps its content fridge-cold for up to seven hours thanks to a non-toxic, cool-keeping gel in the lid, which forms a tight seal thanks to the food-safe Dryflex TPE from Elasto.

Moulded by Sweden's Bonaj, the Frozzypacks are available in a wide range of colours.



Frozzypacks come in a range of colours

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