



Media Relations:
Joel Sawyer
jsawyer@placon.com
(608) 733-0132

FOR IMMEDIATE RELEASE

Placon Introduces New Dip Cup Product Line

Madison, WI (March 31, 2025) – Placon, an industry leader in innovative, sustainable thermoformed food packaging, today announced the launch of its new Fresh ‘n Clear Dip Cup line for hummus, spreads, and dips. The dip cup line was designed to address rising consumer demand for more sustainable food packaging options for the growing hummus, spread and dip market.

The dip cups and corresponding lids are made with Placon’s exclusive EcoStar® material, which consists of a minimum of 10% recycled PET with a #1 resin code. The product line’s crystal-clear packaging is recyclable, and the line’s round design allows for easy stacking and merchandising.

The dip cups are available in four popular sizes (10 oz., 16 oz., 24 oz., and 30 oz.), and are designed to be film-sealable to ensure party favorites such as sweet and savory dips, hummus and other spreads stay fresh and secure.

“Placon has entered the dip cup market at just the right time, and we hope to capitalize on explosive growth in both the stock and custom food segments,” said Robin Camp, Placon Product Manager. The North American hummus market was valued at \$1.82 billion in 2023 and is projected to reach \$3.39 billion by 2031, according to Data Bridge Market Research.

For more information, call us at 800.541.1535 or visit www.placon.com.

ABOUT PLACON

Founded in 1966, Placon is a leading designer and manufacturer of innovative and sustainable plastic packaging for medical, food, and consumer goods markets. Placon has manufacturing operations in Madison, WI; West Springfield, MA; Elkhart, IN; and Plymouth, MN, and is currently ranked in the Top 20 in *Plastics News* 2024 Thermoformers Rankings. Placon delivers packaging breakthroughs that inspire better engagement between people and products. For more information, visit www.placon.com.

###