



Covering Paste
Launch document
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The new FunCakes Covering Paste

FunCakes is adding a new type of sugar paste to the range: the covering paste! A fondant that's super flexible and pliable. We recommend this paste for all of your cake covering tasks as it can be rolled out even under 2 mm, ensuring perfect, sharp edges! Choose one of the four colours, or give the white covering paste any desired colour with the FunCakes colourings.

- Available in 500 g packages in the colours white, red, black, baby blue and baby pink.
- A firmer but extremely flexible fondant
- Roll out under 2 mm for perfect edges
- Perfect for taller and bigger cakes
- Work quicker and more cost-effective
- Easily remove imperfections
- Fine, silky surface
- Also works in warmer climates

Why this new type of sugar paste?

Sugar paste is one of the most so-called subjective products there is in cake decorating. Some like it a bit softer, whereas others like it firm. It's a product that reacts on temperature of the room, of somebody's hands. And working with it isn't an easy task and takes some time to get skilled in.

It is our goal to make high quality products that are easy to use for any baking fan, whether you're a beginner or a (semi-)professional. Our existing sugar paste is therefore a soft, easy-to-knead, forgiving sugar paste. But we know some people prefer a firmer fondant. And cause we're here for all those bakers we decided to develop a second option.

The new FunCakes covering paste is extremely flexible and easy to roll out under 2mm. This helps you creating perfect, straight edges, even when making taller and bigger cakes.

Are you a beginner? This easy-to-use covering paste will get you great results also without years of experience. Give it a go and find out what type of fondant works best for you. Are you a pro? Thanks to the flexibility of this fondant you'll work even quicker and more cost effective.





Category overview

Product	Package	USP's	Positioning
FunCakes Ready Rolled Sugar Paste		<ul style="list-style-type: none"> • Pre-rolled in the right thickness • No kneading, no rolling out! • Ready to go! 	The one that makes your cake decorating life easier than ever
FunCakes Sugar Paste		<ul style="list-style-type: none"> • Soft and pliable • Easy to knead • Very forgivable • Clean, sharp cut-outs • Suitable for simple modelling tasks • Available in over 40 colours and multiple weights 	The one that will get you anywhere
FunCakes Covering Paste		<ul style="list-style-type: none"> • A firmer but extremely flexible fondant • Roll out under 2 mm • Cover cakes with sharp edges • Perfect for taller and bigger cakes • Work quicker and more cost-effective • Easily remove imperfections • Also works in warmer climates 	The one that kick-starts all of your small and large cakes
FunCakes Modelling Paste		<ul style="list-style-type: none"> • Ideal for modelling figures, animals, or cake toppers • Stronger than our sugar pastes • Can be rolled out even thinner to create refined details 	The one that will make your cakes come to life
FunCakes Gum Paste		<ul style="list-style-type: none"> • Used to create flowers, leafs and other fine figures and details • The strongest and fastest drying paste in our range • Create the finest details without cracks 	The one that will make your cakes bloom beautifully

