



FOR IMMEDIATE RELEASE

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Permazip™ Pouch-Sealing Technology Ensures Food Safety, Cost Savings

(Appleton, Wis.) – Supermarket and deli operators now have a new praiseworthy alternative to rigid dome and tray containers for their roasted chicken and meat offerings in the Permazip™ packaging technology from Flair Flexible Packaging. Permazip™ boasts a tamper-resistant permanent zipper on a flexible film pouch that ensures food safety while reducing waste and shipping expense. The Permazip™ closure eliminates concerns about steam pressure causing deli pouches to open and other tampering concerns. If a permanent seal is desired, the simple easy-to-close pouches eliminate the need for specialized sealing equipment in the deli. Upon sealing, food is kept air-tight and safe from contamination throughout its point of purchase.

A secondary recloseable seal can be added below the Permazip™ for retail customers' use. Flair Flexible Packaging's vibrant 10-color custom reverse rotogravure graphics complement any combination of functional films and sealing alternatives.

As packaging consultants, designers and producers, the team at Flair Flexible Packaging works with customers to determine pouch and closure design to meet any given product's size, temperature and display requirements. More information is available at www.flairpackaging.com or by calling (920) 574-3121 from within the United States or (403) 207-3226 from within Canada.

Photo Caption: Custom designed deli pouches with Permazip™ from Flair Flexible Packaging.

For the Editor: A privately held company founded in 1992, Flair Flexible Packaging is an innovative global designer, converter, and distributor of flexible packaging. The company's expertise includes a wide array of flexible packaging structures, including pouches, bags, and roll stock such as lidding and forming films. Our packaging solutions are enhanced by vibrant high quality 10-color reverse rotogravure graphics, custom perforations, notches, degassing valves, spout fitments and resealing alternatives. Multi-layer laminated and co-extruded film

structures are specifically researched and developed to successfully package, preserve and market products for a variety of applications. Industries served include food and beverage, tea and coffee, health and beauty, pet food, cleaning solutions, lawn and garden, and medical, industrial and chemical. In addition, Flair offers its customers a full range of technical flexible packaging consulting services, creative design services and professional print management. Flair both sources and converts high quality cast and blown films at its plants in Calgary, Canada; Houston, Texas; and at partner plants near Seoul, South Korea. The company operates its own sales, converting and distribution centers in three domestic centers including Appleton, Wisconsin; Houston, Texas; and Vancouver, Washington. More information is available at www.flairpackaging.com.