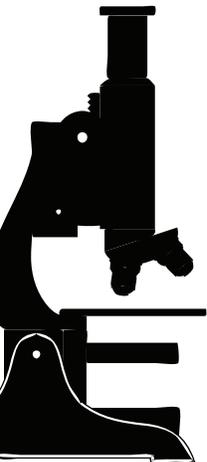


A newsletter for customers, representatives, and friends of Flair Flexible Packaging.

Good Chemistry

Quality Data Drives Dedicated R&D Lab at Flair



Flair Flexible Packaging is uniquely positioned as a mid-sized flexible packaging company with a comprehensive in-house research and development laboratory. These capabilities afford both customers and Flair representatives the agility and flexibility to address the ever-changing demands of the marketplace. Led by chemist H.I. Lee, Ph.D., and his team of lab technicians, Flair R&D experts not only analyze the components of existing packaging structures, they recommend improvements and test new structures to ensure that they meet customers' criteria. **The following diagnostic tests are representative of Flair's R&D capabilities:**

MSA (Film Structure Microscopic Analysis) – Using a high-powered microscope, existing film structures are analyzed to determine the individual layers of film and their corresponding functions. Resultant recommendations may include:

- Modifying barrier properties in accordance with product requirements
- Eliminating unnecessary components to cut costs and limit negative environmental impact
- Amending film thicknesses to improve performance
- Specifying alternative resins to increase efficacy

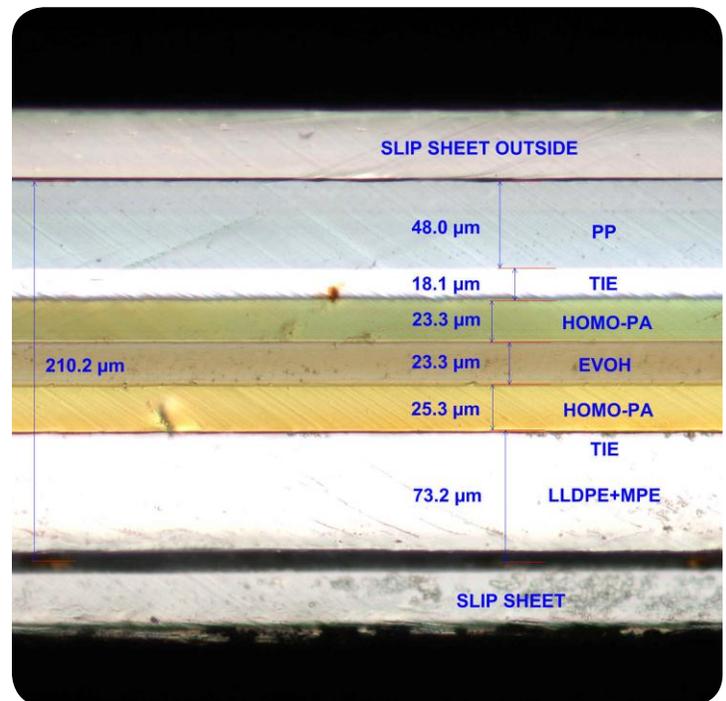
OTR/MVTR – (Oxygen Transfer Rate and Moisture Vapor Transfer Rate) – During this test, film swatches are tested over long periods of time to track, measure, and record the transfer of oxygen or moisture or other vapors through the substrate.

GCMS – (Gas Chromatography - Mass Spectrometry) – A capability that is usually only found at large research universities, the GCMS at Flair can track residual substances on film that may pose a threat to product safety. This testing procedure is a quality-control measure that goes above and beyond what many packaging companies can offer their customers.

Resin Specifications – H.I. Lee has unique expertise in the global sourcing of resins, the raw material in plastics and film, to meet specific performance requirements. Type, thickness, and co-lamination with other functional films all have an impact on resin choice, and Flair goes beyond the usual and customary materials to explore new opportunities for innovation.

Customer Partnerships – The shape and design of a package is determined in concert with the customer's marketing efforts and the limitations of packaging line machinery. The Design Group at Flair is a division of artists with special training and expertise in packaging design. Together, Flair's lab and graphics experts work to ensure that your package design not only functions well, it also energizes sales and word of mouth.

For more information on Flair's ability to research, recommend, produce, and test ideas for your next flexible packaging challenge, contact Flair at www.flairpackaging.com or by calling (920) 574-3121 from within the United States or (403) 207-3226 from within Canada.



The lab at Flair Flexible Packaging can readily perform microscopic analyses (MSA) of existing film structures to replicate, improve upon, or innovate new customer applications.

Vibrant Pouches Help Surpass Turkey Sales Goals by 26 percent

Increased visibility, high perceived value, and greater customer convenience all come together in this vibrant turkey carry pouch developed by Flair Flexible Packaging for Mr. Pavo® brand turkeys of PRONACA (Quito, Ecuador). Highlighted by a lustrous matte/gloss combination, the 565mm x 415mm + 220mm (22.2" x 16.3" + 8.7") three-side seal, stand-up pouch sports a photo-quality 10-color reverse rotogravure image of a perfectly roasted turkey. The two-hole die-cut handle is placed between an innovative double-reinforced permanent seal that ensures product safety and strengthens the pouch to withstand the weight of a whole turkey.

Inside the pouch constructed of PET and WHITE OCTENE-LLDPE, Mr. Pavo® has packaged a full-size uncooked turkey in a nylon ovenable bag, complete with a foolproof seasoning packet. The express intent of the colorful exterior pouch was to advertise the Mr. Pavo® brand and showcase the convenience of both carrying and cooking the enclosed turkey. According to Manuel Franco, marketing manager for



poultry business at PRONACA, “The new presentation of the Mr. Pavo® products in the new pouch from Flair surpassed our expectations. This product is a new and unique product in the domestic market — an easy, fast, and delicious alternative that does not break with traditional turkey flavors. They were very well received by customers from the first moment, and sales exceeded the planned budget by 26 percent.”

Franco commented on this excellent example of well-designed flexible packaging solutions helping to significantly increase sales of the quality products they help represent. “The success of this concept is simply because the product and presentation are top quality. It’s the combination of an easy-to-prepare turkey, in packaging that is colorful, easy to recognize and remember, with the added convenience of easy-to-carry handles.”

Originally planned as a seasonal promotion for Christmas and Easter, producers of Mr. Pavo® brand turkeys intend to utilize the specialized pouches from Flair Flexible Packaging year-round. “We want to change the minds of consumers and suggest turkey for every occasion, or even as part of a daily menu, instead of just serving it on special occasions. Our new packaging will help us achieve that goal,” Franco commented.

Let's Meet in Person: Flair's Upcoming Trade Shows

Jul. 26-28 American Convention of
Meat Processors
St. Paul RiverCentre, St. Paul, Minnesota
www.aamp.com/events_convention.php

Oct. 12-14 HH Backer Pet Industry
Donald E. Stephens Convention Center
Rosemont (Chicago), Illinois
www.hhbacker.com/ChristmasTradeshow.asp