FINAL FOR IMMEDIATE RELEASE

**ZIP-PAK® ADDS FRAGRANCE FASTENERS TO ITS “SENSORY FEEDBACK” FAMILY OF CLOSURES**

 **(Manteno, IL – December 2013)** Of all the senses, smell is perhaps the most sensitive, and some would suggest the most powerful. From birth, olfactory receptors in the nose catalogue every scent that passes through the nasal passages. The average adult is able to process more than 10,000 different smells, with each distinct odorant possessing the ability to evoke an equally distinct memory. One brief exposure to a familiar aroma can trigger past memories and the emotions surrounding them, both positive and negative.

Recognizing this persuasive influence, resealable closure company Zip-Pak has effectively harnessed the “power of smell” with its recent introduction of Fragrance-Zip, a new zipper closure solution designed to emit a customized aroma upon initial and subsequent openings of a flexible package.

“Scent is a far more powerful influencer than most people realize,” commented Dr. Jose Septien, New Product Development Manager for Zip-Pak Europe. “Our sense of smell engages memories, stirs emotions, alerts us to dangers, and creates heightened awareness. With Fragrance-Zip, we’ve opened the door to a completely new dimension of interactive consumer packaging. And with so many diverse aromas to work with, we’ve just begun to explore the broad range of applications for this type of packaging feature.”

The scent is embedded in the reclosure during the manufacturing process. By working in close partnership with several fragrance companies, Zip-Pak can duplicate virtually any desired aroma, enabling a package to replicate a desired scent whenever opened. This versatile fragrance option can be incorporated into any style of resealable Zip-Pak closure.

Since introducing the new fragrance fastener, a number of consumer brands have expressed significant interest. Currently, Zip-Pak is working with a marketer of coffee in capsules that are sold in flexible packaging. Because the coffee itself is encapsulated, a coffee aroma is not released when the pouch is opened. With Fragrance-Zip, the precise aroma of each flavor can be integrated into the closure, delivering a welcoming, familiar coffee smell every time the consumer opens the package.

Dr. Septien adds, “Fragrance-Zip can also be used to mitigate the unpleasant, naturally occurring scent of some products with one that’s much more attractive to the consumer.” Case in point: A number of detergent brands have shown interest in Fragrance-Zip for detergent pods marketed in flexible packaging. In some instances, the pods do not emit a particularly pleasing aroma. Zip-Pak is exploring the inclusion of citrus scents into the closure, creating more favorable aromatic experiences whenever the pouch is opened.

Zip-Pak is also experimenting with a variety of chocolate-based aromas to accent flexible packaged food products given the inherently positive properties associated with the smell of fresh chocolate. Pet products are yet another category showing interest in the application, as many domestic animals have a heightened sense of smell.

Presently, Fragrance-Zip is available to customers throughout the European and Asian markets. The company plans to introduce the fragrance closure to North and South American markets in the near future.

Fragrance fasteners are the latest in the line of resealable closures that Zip-Pak calls *Sensory Feedback Fasteners*; they feature performance characteristics that appeal to a consumer’s sense of sound, sight, smell or touch. Earlier this year, Zip-Pak introduced *Sensus*, a high-performance sealing feature that provides both audial and tactile feedback to assure the consumer that their package has been firmly sealed.

*Sensory Feedback Fasteners* align with the discoveries from extensive focus group testing and research, as well as a global shift toward the preference and adoption of more interactive consumer packaging. Art Malcomson, director of sales and marketing for Zip-Pak commented, “Our findings clearly indicate that packaging form and function can significantly influence consumer perception, selection and use of products. Our *Sensory Feedback Fasteners* directly support the growing trend for more interactive, emotionally-connected experiences between consumers and packaged goods.”

Zip-Pak offers end-to-end technical guidance and operational support for anyone who may consider integrating a Fragrance-Zip feature into a new or existing resealable flexible package. The company’s global field services team of highly experienced equipment and packaging experts readily travel to facilities worldwide to assist with fragrance and zipper consultation, specification, integration and operator training.

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**About Zip-Pak**

With more than 30 years of packaging experience and expertise, Zip-Pak, a division of Illinois Tool Works, Inc. (ITW), is a global leader in resealable packaging innovations. The company helps consumer product companies build brand preference through convenient, brand-differentiating packaging that preserves product freshness. Zip-Pak produces zipper applicators and technologies to serve original equipment manufacturers, converters, and packagers worldwide. Zip-Pak has headquarters in Manteno, IL and operates seven world-class production facilities strategically located around the globe.

For more information about Zip-Pak’s packaging innovations and zipper applicators and technologies, please visit: [www.zippak.com](http://www.zippak.com) or contact:

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