FOR IMMEDIATE RELEASE

**ZIPBOX® HELPS PLANTATION® ALL NATURAL RAW CANE SUGAR DRIVE EXPANSION IN GROCERY**
*Innovative Resealable Carton Receives Positive Feedback from Dash’s Market Retail Chain and Nielsen Measurement Study*

**Chicago, IL (October 28, 2012)** – To alter the packaging landscape in the crowded sugar category, Plantation® All Natural Raw Cane Sugar brand began packaging its product in the innovative Zipbox® resealable carton last year. Plantation is currently sold in Dash’s Market, a four-store retail chain in Upstate New York, and the new package has resulted in clear sales growth since the initial launch.

“Plantation is excited to be at the forefront of the new Zipbox packaging innovation, and our early success with the product in Dash’s Market is driving additional expansion opportunities in other grocery chains as we look downstream to possible club store activities,” said William McDaniel, President and CEO of U.S. Sugar Co., Inc., the manufacturer of the Plantation brand.

The team at Zipbox, a joint venture between Zip-Pak and T.H.E.M., has worked closely with Plantation throughout the launch to ensure the new package format maximizes convenience in the home. Zipbox combines a poly-coated paperboard carton and an attached flexible film header containing a ZIP-PAK® Press-to-Close™ solution. As the product is meant for multiple uses, the resealable functionality and structural integrity allows consumers to easily open and close the package and stock it neatly.

“Brands are constantly seeking new ways to penetrate the clutter on the shelf. The initial success at Dash’s Market confirms that Zipbox catches their attention and leads to a purchase decision,” explains Frank Kelly, Business Manager for Zipbox. “The package format’s benefits further extend to consumers by offering a recognizable closure function on a rigid carton, enhancing the convenience of their products with each use.”

As the Zipbox package format continues to gain traction as an innovative alternative to traditional rigid and flexible solutions, a major consumer product goods (CPG) company recently included Zipbox in Nielsen’s BASES II testing.  Nielsen, a leading global consumer research firm, conducts BASES II to assess new product potential and hone the consumer value proposition.  The testing consists of several criteria that included such aspects as Consumer Need/Desire, providing Consumer Advantage and Concept Credibility. Zipbox resealable carton scored positive responses to these and other test criteria, bolstering its potential as a viable package format for a variety of consumer products.

“Introducing a breakthrough packaging innovation like Zipbox requires expertise and partnership throughout the supply chain, from machinery and materials to package design and consumer insights,” explains Neil Kozarsky, President of T.H.E.M. “The positive feedback from both Dash’s Market and Nielsen indicates we have overcome many of the initial challenges faced with a new product launch of this magnitude and will enable us to continue broad scale commercialization.”

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**About T.H.E.M.**

T.H.E.M. (Technical Help in Engineering and Marketing) was founded in 1973 as one of the first providers of innovative packaging solutions in the U.S.

T.H.E.M. is best known for commercializing Sanko Stick Packaging in North America in 1996. As the stick pack authority, T.H.E.M. has helped to put America’s leading beverage brands into convenient, portable, single-serve packaging. Stick packs are the perfect solution for ‘on the go’ consumers of all ages and a popular package option for powdered beverage brands, snack items, nutraceuticals, pharmaceuticals and personal care/healthcare products.

Working in conjunction with select packaging and equipment manufacturers, T.H.E.M. offers a comprehensive array of packaging solutions that can take your brand from initial concept to full-scale national or global production.

T.H.E.M. has a fully operational on-site R&D center located at its Marlton, NJ headquarters, with pilot production to scale up capabilities.

**About Zip-Pak**

With over 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 located around the globe.

For more information about Zip-Pak’s packaging innovations and zipper applicators and technologies in North America, please contact:

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