FOR IMMEDIATE RELEASE

**NEW VECTOR™ RESEALABLE MATRIX DELIVERS CONVENIENCE CONSUMERS CAN HEAR AND FEEL**

**Chicago, IL (October 29, 2012) –** The new ZIP-PAK® Vector™ resealable matrix from Zip-Pak, the global leader in materials and machinery for resealable packaging, brings a new level of consumer convenience to flexible packaging. Featuring a proprietary self-sealing matrix that closes securely without exact alignment of opposing segments, the solution provides tactile and audible feedback for reassurance of complete fastening with each use. The airtight seal also helps lock in product freshness.

As the only resealable closure supplier with an in-house equipment division – Zip-Pak Systems – the company developed the Vector™ resealable matrix for integration into existing flexible packaging lines with only minor modifications to machinery. For brand managers, retailers, and converters, the system minimizes investments in capital equipment and downtime. Zip-Pak also offers extensive consultation to consumer product goods companies and store brands transitioning into resealable flexible packaging or launching new products.

“Self-mating closures are an easy-to-use alternative to traditional zipper profiles and are gaining tremendous traction with brand managers, retailers, and consumers,” says Robert E. Hogan, Zip-Pak’s Director of Global Business Development and Asia. “Zip-Pak has combined its exclusive focus on quality resealable closures for packaging and extensive machinery knowledge to design the new Vector™ resealable matrix and application system, ensuring a seamless transition to a consumer-preferred solution.”

From shredded and sliced cheese, deli meat, snacks, cereal, candy and vegetables to pet foods and garden fertilizer, Vector™ resealable matrix is ideal for a variety of applications.

Vector™ resealable matrix’s ability to mate to itself will also advance new packaging concepts that require a self-sealing closure, including Pour & Lok™ and Zip360™.

Pour & Lok™ from Inno-Flex allows products to be poured from the side gusset of a package, making it a consumer convenience enhancement for a range of dry goods in large format pouches. Unique to Zip-Pak and its licensed partners, Pour & Lok™ can be pre-applied using Inno-Lok™ equipment and can run on standard vertical form fill seal (VFFS) machines with a simple side gusset modification.

Zip360™ is a wide-mouth pouch format that features a Vector™ resealable matrix around the entire opening, enabling easy access to contents and simple closure. The new pouch format’s wide-mouth opening allows consumers of snacks, frozen products, cookies and crackers, and pet food and treats to easily access and scoop contents. With space for graphics around the entire surface area of the pouch, Zip360™ also maximizes the point-of-purchase impact.

Like all of Zip-Pak’s resealable flexible packaging solutions, Vector™ resealable matrix eliminates the need for consumers to transfer contents into a separate, unbranded container, keeping marketing messages in front of the consumer to the last use.

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**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.

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