PRESS RELEASE

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NEW ZIP-PAK BRAZIL PACKAGING LAB SHOWCASES RESEALABLE SOLUTIONS TO LATIN AMERICAN CUSTOMERS

**Manteno, IL, April 2015** – Zip-Pak, the global leader in resealable zipper technology, has announced the opening of a packaging lab and showroom at its Brazil facility located in Cabreúva, São Paulo. The resource is designed to provide visiting regional brand owners, converters, and original equipment manufacturers (OEMs) based in South America a first-hand experience of resealable solutions for a variety of flexible consumer packaging formats. The showroom is interactive by design, allowing visitors to touch and experience the functionality of a wide variety of Zip-Pak resealing solutions, representative of the company’s full range of regional and global capabilities. The packaging lab’s capabilities include prototype production, with the means to provide customers, a formed and decorated pouch complete with a resealable closure.

The resources made available through the Zip-Pak Brazil packaging lab are “uncommon to the region,” points out Flavio Zampirolli, Field Service Engineer for Zip-Pak Brazil. “Customers can send us their film, and we can quickly produce a functional prototype with branded decorating, resulting in a virtually ‘shelf-ready’ sample. Looking at a computer rendering or flat artwork just does not compare to holding a formed and decorated zippered pouch.” Zampirolli adds, “Once customers see the zipper integrated into (or alternate language that's more purposeful than "affixed") their packaging, the advantages of using a resealable closure become fully apparent.”

Zampirolli continues, “The market for resealable bags in Brazil and throughout Latin America is growing rapidly. Regional consumers are demonstrating a preference for brands marketed in recloseable packaging, and regional brands and suppliers are actively looking for resources to meet growing demand. Our packaging lab represents an important first step toward understanding the possibilities, and ultimately realizing the benefits of resealable packaging.”

The inspiration for the Brazil facility’s packaging lab and showroom comes from the

Zip-Pak Atlanta, GA facility, which makes similar resources available to visitors. Frank Kelly, Zip-Pak Director of Business Development & Brazil noted, “As a global company, we routinely interface with the greater Zip-Pak community on a variety of practices, and determine the best way to implement them on a regional basis.” While prototyping capabilities and showroom areas are common in the US, they are, as Kelly pointed out, unique to Latin America and a definite advantage for regional customers. He adds, “It really helps make the next step toward commercial integration of zippers that much easier.”

With the growth rate for the adoption of flexible packaging in Latin America being among the highest in the world, the Brazil facility has enabled Zip-Pak to expand its products and support services to the region, offering end-to-end flexible packaging re-closure solutions. The company is making additional investments to expand capacity at the Brazil facility in 2015.

**Zip-Pak to Exhibit at Fispal 2015**

Zip-Pak Brazil will be exhibiting at Fispal Tecnologia 2015, June 23-26 at theAnhembi Show Pavilion in São Paulo, Brazil. Representatives from Zip-Pak Brazil will be available to demonstrate the company’s broad range of resealable solutions.

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**About Zip-Pak**

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, Illinois and operates seven world-class production facilities strategically located around the globe. For more information about Zip-Pak’s resealable packaging innovations, please visit [www.zippak.com](http://www.zippak.com).

For more information about Zip-Pak Brazil’s resealable packaging capabilities, please visit [www.zippak.com.br](http://www.zippak.com.br).

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Caption:

In the new packaging lab and show room at the Zip-Pak Brazil facility, Field Service Engineer Flavio Zampirolli, together with a colleague, review a recently constructed prototype flexible pouch with a resealable zipper closure.