

# INNOVATION

A Summary of Zip-Pak's Global Innovation Solutions.

## Zip-Pak's Brazil Plant Opens



### GLOBAL SERVICES FOOTPRINT EXPANDS WITH NEW STATE-OF-THE-ART FACILITIES

Zip-Pak's new 46,000 sq. ft. (3,502m<sup>2</sup>) manufacturing facility in Cabreúva, São Paulo, Brazil began commercial operations in February 2013. This newest location for Zip-Pak will produce food-grade zippers primarily for food, pet and household consumer products. Zip-Pak currently supports and supplies resealable products, technology and equipment to a number of leading multinational consumer packaged goods (CPG) companies that market to Brazil, Brazilian-based CPGs, and numerous other leading Brazilian brands. The Brazil facility will also warehouse and distribute many other zippers produced by the Zip-Pak plants located in North America and Europe.

*Daniel Richena is the Commercial Director for Zip-Pak Brazil and oversees sales and marketing efforts at the São Paulo site. Supporting him with field operations is Flávio Zampirolli, Field Service Engineer.*

## Zipbox® Showcased



### INNOVATIVE PACKAGING FORMAT IS FEATURED IN 2013 GLOBAL POUCH FORUM PRESENTATION

The unique Zipbox format combines the consumer-preferred attributes of flexible and rigid packaging into a novel combination of materials that is both value adding and user-intuitive. It provides an ideal solution to the long-standing consumer need for easily resealing a carton and maintaining product freshness after opening.

Included in the keynote speech was a report on the initial consumer application, Plantation Brand Sugar, as well as a production and supply chain overview, initial marketplace results and comparative economics. Zipbox is being co-developed by Zip-Pak and T.H.E.M., a leader in innovative packaging solutions.

*For more information about Zipbox, visit [zipbox.net](http://zipbox.net)*

## Zip-Pak's Global Innovation Lineup Expands

### TECHNICAL ADVANCES INCLUDE RESEALABLE MATRIX FASTENERS

*The ever-growing world of Zip-Pak flexible closures now offers several new and unique resealable packaging solutions:*

### Vector™

Included in Zip-Pak's lineup of innovations are Resealable Matrix Fasteners, available under the trade name Vector. These fasteners are ideal for alternative package formats such as Pour & Lok and Zip360, offering both multi-align as well as self-seal capabilities. Vector closes on itself and has no end termination, enabling consumers to easily scoop and pour package contents, and full perimeter re-sealability. Vector is especially suited to frozen foods, pet foods and snacks, and salty snack foods like potato chips, popcorn and pretzels.



### Pour & Lok®

Pour & Lok is an ideal resealable packaging solution that combines easy opening with pour spout functionality. This reliable press-to-close, foldable zipper is pre-applied to film in the side gusset of the package for an easy-to-use pour spout. Pour & Lok pre-applied roll stock provides higher production capacity and is available for both form-fill-seal applications and pre-made bags and pouches.



### ZIP360®

The wide opening of the ZIP360 resealable pouch allows easy access to contents. This revolutionary package format reseals two ways for neater stacking and easier access. Other outstanding benefits of Zip360 include pour-spout functionality for easy product dispensing and maximum decorating space for dynamic graphics on all package sides.



*For more information about Zip-Pak's complete range of uniquely flexible packaging solutions visit [zippak.com](http://zippak.com).*

*To contact a Zip-Pak sales representative visit [zippak.com/contact](http://zippak.com/contact) or call 800-488-6973.*

### Sensus™

Sensus sensory feedback fastener is coming soon to North America. Sensus is Zip-Pak's latest closure innovation and the first in a family of resealable closures called *Sensory Feedback Fasteners*. The Sensus fastener feature informs users through audible and tactile cues that the zipper is securely closed. It can be applied to virtually any type of flexible packaging, regardless of pouch size.

Currently available in Europe, Sensus is expected to roll out globally on a regional basis in the near future with multiple SKUs to address single track and double track zippers. Sensus is ideal for foods including cheese products, granolas, salty snacks, pet foods, pet treats, and more.

# ZIP-PAK® GLOBAL RETAIL PACKAGING STUDY REVEALS

## Ten Key Trends

A cross-functional team of 10 managers from resealable-closure company Zip-Pak recently completed an intensive 18-month global packaging study. Zip-Pak's goal in conducting the study was to openly observe the packaging landscape and the global consumer to better understand and identify prevailing trends, and the drivers behind them.

### 1 | Changing Demographics and an Aging Population.

As many economies face aging populations, packaging and retail stores must accommodate an aging consumer base with more easy-to-handle, easier-to-open packaging formats, increased readability of packaging, and larger font sizes. Retailers will achieve this through access-improved store layouts, improved lighting, stocking popular items on mid-level shelves, and the introduction of a greater range of "healthy product" alternatives. For the packaging designer, a good deal of the solution lies in devoting more packaging surface area to written information, the use of "cleaner" typefaces and graphics that enhance legibility.



### 2 | Prepared Foods.

Although highly mobile, consumers have demonstrated an increased involvement in meal preparation at home. As a key indicator, the study pointed to the growing number of meals that are being cooked in the kitchen by combining additional ingredients to pre-prepared foods. This trend is expected to continue with increased variety, high quality offerings and more competitive pricing. Supporting this consumer behavior presents an opportunity for packaging development of portion-specific sizes and formats that further extend product life in the home and offer ease of use at meal preparation time.



### 3 | Liquids in Flexible Packaging.

A growing number of liquid-based brands are adopting flexible packaging formats. From soups to coffee, wine, baby food and energy drinks, consumers appreciate the convenience and portability of a flexible pouch. The packaging supply chain will continue to contribute through advancements in film construction, pouch-forming equipment, and new dispensing technologies. Globally, the trend is growing in the breadth and width of product offerings. Some of the greatest inroads are being made along the Pacific Rim with Japan developing a number of innovative liquid packaging formats.



### 4 | Sustainability.

Environmental responsibility and stewardship have been, and will continue to be, areas of global focus and innovation. The shift to flexible has also resulted in packaging material reduction for many brands as well as cost reduction when compared to their rigid counterparts. A prime example of this is the progression from rigid to flexible packaging, with sustainability being cited in the study as the leading driver. The growing community of environmentally informed consumers will continue to aggressively seek out brands and products that share their concern for the environment.



### 5 | Theft and Shrinkage.

Theft and shrinkage remain key concerns for retailers. Packaging companies are being called upon to provide new security measures that safeguard products from theft throughout the entire supply chain, without compromising the consumer's experience at point-of-sale or during check-out. The industry response has been the introduction of packaging technologies that both enhance the appearance of the products and protect from theft at the same time. For inventive packaging suppliers, anti-theft solutions represent an abundance of opportunity.



### 6 | Over-Protective Packaging.

In the interest of theft protection or tamper-resistance, packaging can often be "over-engineered." This is evidenced by the hundreds of reported annual emergency room visits for injuries to hands and fingers, the result of unsuccessful consumer attempts to access products "protected" by virtually impenetrable packaging. Packaging solutions that strike a smart, reasonable balance between content and theft protection, and easier-to-open functionality post-purchase, are expected to continue to grow in demand.



### 7 | Compliance Packaging.

Driving the advances has been the universal desire to significantly reduce the number of deaths in the U.S. associated with lack of medication adherence by patients. Among the many solutions to the issue are enhanced unit dose packaging that offers greater medication protection and a growing array of blister card packs that improve ease of use and provide more robust patient information. A highly progressive approach to this national concern for patient safety is resulting in the introduction and development of leading-edge packaging solutions designed to help patients remember and follow drug regimens.



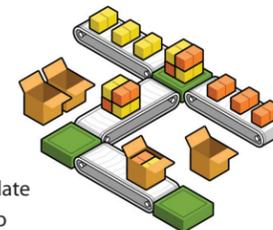
### 8 | QR Codes and Mobile Technology.

QR Codes are continuing to provide a wealth of information, as products require less in the way of inserts or printed instructions. Complementary to this are the growing numbers of smartphones and tablets used by consumers. As a result, packaging with interactive, scan-able links to information resources will continue to grow as brands seek more "screen time" with consumers on their mobile devices. This behavior shift has resulted in "apps" that help guide consumer purchases and decision-making in the expanding mobile technology environment.



### 9 | Flexibility vs. Speed.

Flexibility in the supply chain has become a key driver as large companies have been transitioning into smaller, de-centralized groups of "brand" companies. Equipment makers and manufacturers are facing the demand for shorter runs, more rapid changeovers, and the ability to accommodate variety in size, shapes and graphics. Prior to this focus on flexibility, packaging machinery and processing companies were primarily concerned with speed as brands largely approached products with a "one size fits all" mentality. With consumers demanding individual attention and more customized solutions, speed's reign appears to be on the wane.



### 10 | Increasing Influence of Store Brands.

Nearly 20% of all products currently sold by retail stores are store brands. Improved product quality and the appearance of more sophisticated packaging are two factors contributing to this growth pattern. Retailers are trending "up-market" with best-in-class brands to satisfy a growing segment of premium-quality shoppers. These retailers indicate a willingness to invest in opportunities that represent a differentiated package option from those presented by national brands. Increasingly, today's shoppers base their opinions on the quality and value of a product by the physical characteristics of the packaging itself, which include shape, graphics and closure.

