



Packaging *focus*

Experience the 'Eagle' experience...exceeding expectations.

This newsletter is intended to provide useful flexible packaging information and share packaging stories from manufacturers like you. We hope you enjoy it! Eagle Flexible Packaging

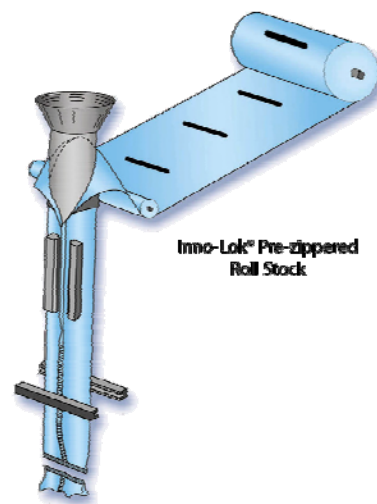
Inno-Lok[®] Resealable Packaging

Did you know Inno-Lok[®] pre-zipped roll stock can save up to 50% in zipper material and up to 15% in packaging material? This is a great alternative for manufacturers who desire an increase in productivity in packaging while reducing the level of waste in materials. Using Inno-Lok[®] pre-zipped film will not slow your production time since it runs at the same speed as standard, non-zipped film. If your customers would like a reclosable feature, but it wasn't feasible in the past since you currently use roll fed film for vertical form, fill and seal machines - Inno-Lok[®] pre-zipped roll stock could satisfy your customers' need without requiring new packaging equipment. An Inno-Lok[®] zipper also allows detailed, high-lighted printing around and about the zipper/resealable functionality of their

package – creating enhanced shelf appeal.

Eagle Flexible Packaging recently invested in an Inno-Lok[®] Transverse Pre-Zipped Film System adding yet another product/service to our growing list of capabilities. "We strive to deliver excellence in everything we do and vertically integrating the Inno-Lok[®] product into our manufacturing mix allows us to make good on our value proposition. Adding Inno-Lok[®] gives us the ability to deliver better service at a lower cost than we would have been able to without this technology in-house." says Tom Tyndall, V.P./General Manager.

Servicing our customers is our top priority at Eagle and listening to their needs brought Eagle to invest in this new capability.



Inno-Lok[®] Pre-zipped Roll Stock

Visit www.eagleflexible.com to learn more about Inno-Lok[®] Resealable Packaging.



Trends...it's all about 'Going Green'

- 36% of US consumers claim they always or almost always engage in 'Green' practices.
- 61% of US consumers buy environmentally friendly products.
- Only 9% of all food packaging launched in 2009 had some degree of environmentally friendly packaging.

Drive your food and consumer packaging innovation with **NVIRO[®]** - Earth Friendly Flexible Packaging.



Stay tuned for more information on **NVIRO[®]** by Eagle Flexible Packaging in our 2nd Quarter Newsletter.



Stand-Up Pouches provide a better alternative

A case study of how one manufacturer fixed their packaging problems by using Stand-Up Pouches.

Kitchen Blends, a dry gourmet food mixes manufacturer, had a problem - the folded cartons they used with their largest customer looked great leaving the plant, but were beat up and in rough shape when they reached the end user / consumer. The retail cartons contained dry gourmet food mixes and would ship with the consumer's entire order which could include cooking dishes, ceramics, etc. Packaged this way, the retail cartons became vulnerable to crushing, scratching, and scuffing. This problem prompted them to look

for another packaging solution - Flexible Packaging; specifically stand up pouches.

Using a stand up pouch for dry gourmet food mixes allowed for upscale imagery and graphics. Durable yet flexible, the ink is actually buried between two layers protecting the integrity of the printing from any scratching or scuffing that may occur during post packaging or shipping.

David Thomas, founder and President of Kitchen Blends, said he started down the path with a flexible packaging manufacturer like Eagle, but experienced communication breakdowns between his client's

art department and the packaging manufacturer which prompted David to search the web for more options. He contacted several packaging manufacturers and received samples, but ultimately chose Eagle based upon their responsiveness, professionalism, and unique ability to competitively produce multiple SKUs in shorter runs - initial project was for 26 SKUs.

With 30 years of experience in the food industry, David started his company just 4 years ago and has had great success. The Kitchen Blends brand name continues to grow along with their private label focus.

TEAM EAGLE:
Expertise...
Quality packaging



"The aggressive lead time request placed upon us by Kitchen Blends for 26 different SKU's was an opportunity to put our newly instituted Graphics Group to the test. Team Eagle passed with flying colors by providing seamless proofing and plate generation of the quickest response. This is yet another example which supports our value proposition in becoming completely vertically integrated".

Patrick O'Brien - Director of Business Development



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Have a new project or need a high quality flexible packaging solution?
Call or email Eagle Flexible Packaging today at **(630) 876-6763** or **sales@eagleflexible.com**