



## NEWS RELEASE

### **For Immediate Release**

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### **CURWOOD NEW FLEXIBLE PACKAGING KEEPS CHEESE FRESH, EASY TO USE**

**OSHKOSH, WI** (July 27, 2005) – Curwood, a world leader in high-barrier packaging, introduces new innovations in flexible packaging films that make it even more convenient to keep cheese fresh with easy to open access and longer shelf life.

New packaging products for cheese makers now include:

- Formed Flexible Packaging with Easy Open Access for Soft Specialty Cheeses Such As Fresh Mozzarella
- Curpolene<sup>®</sup> 7019 Flexible Packaging Film for Chunk / Sliced Respiring Natural Cheeses
- Curpolene<sup>®</sup> 7195 Flexible Packaging Film for Bulk Shredded Cheese

“Curwood offers a two-web formed package incorporating the performance and convenience of our patented EZ Peel<sup>®</sup> system for soft specialty cheeses like fresh mozzarella, “ said Terri Cubitt, Curwood Marketing Manager-Cheese. “The film structures provide the necessary oxygen barrier to keep the cheese fresh and form snugly around the individual soft cheese balls to cradle and protect them.”

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Curwood's unique EZ Peel films machine as easily as standard hard seal film structure and seal effectively through the brine/cheese that can contaminate seal areas during product packaging.

Curwood's new Curpolene<sup>®</sup> 7019 film offers a superior alternative for the packaging of chunk or sliced carbon dioxide respiring cheeses such as Swiss, Emmental and Gruyere type cheeses. "The material offers longer more reliable shelf life by offering consistency through a wide range of environmental conditions," says Cubitt. "This consistent barrier retards mold growth in applications where gas blending is unused."

For bulk shredded cheese, Curwood's new Curpolene<sup>®</sup> 7195 film meets the demand for enhanced performance for bulk Vertical Form/Fill/Seal applications while eliminating the machinability and barrier issues associated Biaxially Oriented Nylon (BON) containing structures. "This film offers superior abrasion and puncture resistance, which significantly reduces the occurrence of pinholes," said Cubitt, adding that "pinholes often occur in the corner of seals of bulk pouches made with BON."

In addition, Curpolene<sup>®</sup> 7195 offers superior machining characteristics for:

- Increased packaging machine speeds
- Low static build-up to reduce processing issues and cheese fines in seal areas
- Effective hot tack and heat seal for throughput
- Higher, more consistent product barrier levels to lengthen product shelf life

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Known throughout the world for technological leadership in high-barrier packaging, Curwood is a preferred supplier of innovative packaging materials and systems for food, beverage, household, industrial and personal care industries. Headquartered in Oshkosh, Wisconsin, Curwood maintains manufacturing and service centers throughout North America, South America and Europe.

Curwood is part of **Bemis Company, Inc.**, the largest flexible packaging company in the Americas and a major manufacturer of pressure sensitive materials used for labels, decoration and signage.

To learn more about Curwood, please visit our Web site: [www.curwood.com](http://www.curwood.com).

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