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FOR IMMEDIATE RELEASE – February 26, 2009
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Printpack Inc. Wins Three 2009 FPA Awards

The Flexible Packaging Association has awarded Printpack three 2009 FPA Awards in three separate categories.



Verde Valle is one of Mexico's leading companies for processing and distributing rice, beans, and cereals. They produce a range of granola based snacks under the brand Branli, and the Crujinola variety was awarded a Gold award in Printing Achievement. The package is a laminated stand up pouch printed in high quality flexography using 8 colors and using a combination of matte PET and metallized BOPP to produce a unique visual effect. The eye-catching graphic design captures consumer attention at retail while communicating the brand identity of the product.



The Sara Lee High School Musical III Bread Bag was given a Silver award in the Technical Innovation category. This Sara Lee bag has enhanced shelf appeal due to an outstanding graphic design supported by an innovative Printpack film that incorporates a clear window to view the package and white area to provide excellent graphic opacity and brilliance. Additionally, the innovative method of applying the gaming code within the layers of ink solves many technical issues experienced by typical ink jet coding. Overall, the Printpack Clear Choice film allows for an excellent example of eye-catching flexographic printing, an easy to identify gaming opportunity, and the clear area of the bag lets the consumer have a glimpse into the high quality product inside.



The Henkel's Dial Liquid Soap Refill spouted pouch was given a Silver award in the Sustainability & Environmental Achievement. This fitmited stand up pouch is an excellent alternative to traditional rigid bottles and containers, and has been positioned as a high quality alternative for refilling previously purchased bottles. The package features a 9 mm spout with cap for easy pouring and recloseability, and holds 450 ml of liquid soap.

The convenient stand up pouch format of this package makes it easier for consumers to store the product at home and for retailers to exhibit it on the shelf without the need for additional packaging, while its integrated spout makes it easier

to pour and minimizes any waste of product.

The flat format of this package improves cost efficiencies in the overall packaging process, especially in transportation and storage because of the reduced space it requires compared to traditional rigid containers. It also prevents unnecessary material waste due to breakage. The design of this preformed pouch allows it to be filled from the top before sealing, so it doesn't need to be filled through the spout.

Printpack is a privately-held manufacturer of flexible and specialty rigid packaging headquartered in Atlanta, Georgia, in the United States. Founded in 1956, Printpack manufactures a wide range of flexible packaging and specialty rigid packaging. Employing 4,500 associates worldwide, the company operates 26 manufacturing facilities in the United States, Mexico and the United Kingdom.

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