



Star Packaging Corporation Introduces Advanced Flexible Packaging Solutions for Baking and Snack Food Applications

Contact Information:

Quincey Smith
ABI, Inc.
29 Broadway
Suite 1300
New York, NY 10006
+1 (212) 529-4756
qsmith@abipr.com

James Nicholson
ABI, Inc.
29 Broadway
Suite 1300
New York, NY 10006
+1 (212) 529 4500
jnicholson@abipr.com

ATLANTA, GA (December 13, 2011) – Star Packaging Corporation, a leading provider of innovative flexible packaging, introduces a new line of packaging solutions for baking and snack food applications that seals in freshness, enhances in-store shelf presence and comes with a range of features that maintain product quality and improve the consumer experience.

Preserving product freshness is of key concern for packaging in the baking and snack food industry. At the same time, packaging materials must not degrade or react when in prolonged contact with the natural oils or flavors and seasonings added to many snacks. Star Packaging has developed unique barriers that are tailored for each product in order to maximize shelf life and ensure product freshness. From high barrier laminates for products like nuts and salted snacks to metalized films for potato chips, Star's technologies lock in flavor and are designed to keep the product fresh even beyond the expiration date.

Baking and snack food brands are traditionally graphic-focused and consumers have come to expect exciting visuals that engage them and ultimately motivate their purchases. Star Packaging offers 10-color process printed laminations that help maximize a product's shelf-impact through eye-catching colors and high-end designs. With both in-house digital photopolymer plates and the latest generation of gearless CI presses available, Star provides crisp images with sharper details and higher contrasts for industry-leading graphics quality.

With many snack foods and baked goods being eaten on-the-go, consumers also expect packaging to be convenient to open, but for CPGs seal quality is paramount to maintaining the flavor and integrity of the brand. For one-time use packages, Star Packaging has developed seals that are strong enough to preserve the product yet still easy for consumers to open. For reclosable packages, Star offers INNO-LOK® zipper solutions that are easy to open – for consumer convenience – but continue to maintain product freshness and quality.

“Our long history of meeting the varying needs of customers in the snack food and baking market has instilled the importance of brand reinforcement,” says Fred Crowe, President and CEO of Star Packaging, “and our capabilities ensure product freshness, visual appeal and convenience will meet consumer expectations.”

Star Packaging Corporation was recently formed through the merger of Master Packaging, located in Tampa, FL and Star Packaging, based in Atlanta, GA. Master Packaging has 55 years of flexible packaging industry experience and has been backed by Azalea Capital since 2006. Star Packaging, formerly owned by the Wilson family, has over 35 years of experience in the printing, laminating, and conversion of flexible packaging materials. Headquartered in

Atlanta, GA with operating facilities in both Georgia and Florida, the newly combined Company is owned by Azalea Capital, a private investment firm headquartered in Greenville, SC.

#

About the new Star Packaging

Headquartered in Atlanta, GA, the new Star Packaging Corporation is a service-driven provider of flexible packaging solutions. Our industry expertise and flexible manufacturing capabilities allow us to help consumer packaged goods (CPG) companies effectively meet their customers' high expectations. For more information, please contact us at 1-800-252-5414.

< [VIEW ALL PRESS RELEASES FOR Star Packaging](#)

© ABI 2011 All Rights Reserved

