

For immediate release

## **TC Transcontinental Packaging Wins Big at the PAC Canadian Leadership Awards**

**Montréal, Québec, Canada – May 5<sup>th</sup>, 2017** – TC Transcontinental Packaging is proud to announce that it is taking home one Gold and two Silver awards from the Packaging Association of Canada (PAC) Canadian Leadership Awards. This competition recognizes and celebrates excellence in packaging brand design and innovation. TC Flexstar, from Vancouver, British Columbia, won the Gold award in the Specific Package – Flexible category for the structural design and print of Blue Orchard Smackers packaging while TC Optium, specialized in premedia, won the Silver award in the same category for the Federated Co-op Gold packaging. TC Robbie also stood out in the Sustainable Packaging category taking home the Silver award for its Hot N' Handy® Rotisserie Flexible Pouch.

“These awards are a testimony to the creativity and talent of our teams who are always working to create brilliant packaging that meets today’s consumer needs and demands,” said Rebecca Casey, Senior Director, Marketing at TC Transcontinental Packaging. “We know that in our industry, an innovative approach and great collaboration with our partners are essential. We are very proud of what we were able to achieve and thrilled to see that our efforts and the quality of our offering are being recognized by the industry.”

### **Blue Orchard Smackers packaging**

TC Flexstar’s color management and print expertise brought the images on the Blue Orchard Smacker’s Blueberry and Nut Clusters to life using a combination of print technology and prepress/color management expertise. TC Flexstar printed the package graphics in 8 colors, utilizing High Definition Flexography with 150-line screen to capture the detail in the images and help bring justice to this beautifully designed package. Additionally, to convey the brand’s natural and healthy image, a registered matte coating was used to create a look and feel of wholesome goodness. TC Flexstar took great pride in collaborating with Blue Orchard to ensure they attained the desired brand image for shelf appeal and communicated consumer convenience and healthy on the go snacking.

### **Federated Co-op Gold packaging**

TC Optium designed and managed the premedia needs for Federated Co-op's "Gold" Tier 1 Brand which targets a premium demographic in the marketplace. The package graphics, collaboratively designed by the Federated Co-op and TC Optium team, follow the Co-op "Gold" brand standard that includes the current centered tab design. This “Centered Tab” design allows for a more symmetrical layout increasing the space for photography that lends itself to a premium look and feel. TC Optium and Federated Coop selected a color palette that was visually appealing for this product family, but were also mindful of the packaging production requirements (printed digitally by Swiss Pack to accommodate the short run needs.) These private-label high-end chocolates will be merchandised next to the Brand Name chocolates in store so the look and feel and size of the packaging needed to draw the consumer in, convey the brand, and ensure the product makes it into the cart.

### **Hot N' Handy® Rotisserie Flexible Pouch**

Improving the environmental impact of rotisserie packaging, typically greenhouse gas emissions, energy use, water and landfill, was one of the reasons TC Robbie developed the Hot N' Handy® Rotisserie Pouch. Through consumer research and what the teams learned from retailers, TC Robbie quickly realized that a flexible package was needed. Throughout the development process, TC Robbie's R & D team focused on creating a flexible package of convenience, while keeping the environmental impact top of mind. TC Robbie's Hot N' Handy® Pouch replaces 2-piece rigid dome and lids. Based on a Life Cycle Assessment, the team determined that the pouch generates approximately 84% less CO2 emissions to produce a flexible pouch versus a rigid 2-piece container. The pouch also uses 92% less crude oil and reduces land fill waste by 66%.

PAC Canadian Leadership Awards give industry-based, peer recognition for excellence in all formats of packaging, in branding and graphic design, in technical aspects and in sustainability. The competition is open to all packages or processes, designed, manufactured and sold anywhere in the world.

**About TC Transcontinental Packaging**

TC Transcontinental Packaging, which has close to 900 employees in the United States and Canada, ranks among the 25 leading flexible packaging suppliers in North America. Its platform includes one premedia studio and five production plants specializing, among others, in the flexographic printing and lamination of plastic films as well as the manufacturing of bags and pouches. The division offers an array of innovative solutions to a variety of industries, including the dairy, coffee, snack foods, confectionery, fresh and frozen food, cigar, pet food markets, non-food applications, and supermarket fresh perimeter.

TC Transcontinental Packaging is a division of Transcontinental Inc. (TSX: TCL.A TCL.B), which has close to 8,000 employees in Canada and the United States, and revenues of C\$2 billion in 2016. Website: [www.tc.tc/packaging](http://www.tc.tc/packaging)

– 30 –

**For more information:**

TC Transcontinental Packaging

Rebecca Casey  
Senior Director, Marketing  
Telephone: 630-240-9384  
[rebecca.casey@tc.tc](mailto:rebecca.casey@tc.tc)

TC Transcontinental

Mélanie Montplaisir  
Specialist, Public Relations and Brand Management  
Telephone: 514-954-4157  
[melanie.montplaisir@tc.tc](mailto:melanie.montplaisir@tc.tc)