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No. 2 Pouch™ Recyclable Innovation Provides Clear How2Recycle Information

Cincinnati, OH (June 28, 2012)—Ampac, the world’s leader in creative flexible packaging, introduces the No. 2 Pouch™, a stand up pouch with excellent stiffness and strength characteristics as well as the ability to be recycled with retail shopping bags. Ampac is also one of the first to introduce the How2Recycle Label program developed by nonprofit GreenBlue and its Sustainable Packaging Coalition (SPC).

This newest innovation is the first recyclable stand-up pouch produced by Ampac. The pouch is predominantly high density polyethylene resulting in Resin Identification Code Number 2 and HDPE+, as well as the SPC plastic bag “Store Drop-off” recycling label.

Responding to requests for more environmentally friendly packaging materials, Ampac created the No. 2 Pouch to be more compatible with existing post-consumer recycled waste streams. The No. 2 Pouch provides customers with a stand-up pouch alternative that has a greater potential for recycling as compared to traditional laminated stand-up pouches. When clean and dry, the No. 2 Pouch can be recycled with plastic retail shopping bags collected at many stores across the U.S. in conjunction with the How2Recycle Label initiative (www.how2recycle.info) and the American Chemistry Council’s Flexible Film Recycling Group (www.plasticbagrecycling.org).

The How2Recycle program is aimed at reducing consumer confusion when recycling by using a clear, consistent recycling label along with an informative website.
that can help guide consumers. It also provides a way for companies to adhere to the Federal Trade Commission “Green Guides”. It is also endorsed by Keep America Beautiful and several state and local governments.

The No 2 Pouch is approved by Trex® Company, which processes 70% of all recycled plastic bags collected in the U.S. to create Trex® decking and railing products. Consumers could recycle clean, dry No. 2 Pouches at retail shopping bag collection stations which can in-turn build repeat business by directing consumers to recycle No. 2 Pouches at in-store collection sites. Ampac is also developing the LDPE No. 4 Pouch™.

In addition to recyclability, the No. 2 Pouch provides a high barrier to moisture and excellent puncture resistance for greater product protection. Along with a lower cost compared to laminated stand-up pouches, the No. 2 Pouch can be printed using high definition graphics which improves billboard visibility and shelf impact with a higher resolution, improved screening and greater color range.

Ampac’s Director of Innovation Sal Pellingra said, “The benefits of the No. 2 Pouch provide an opportunity to increase sales and meet sustainable goals by providing a recycling option for flexible packaging that was previously not available.” Millie Nuno, Ampac’s Market Manager-Foods, adds, “Increasingly, Ampac’s customers are requesting packaging materials that have an environmental story that will enhance their brand’s image. The No. 2 Pouch has a positive story to tell.”

*Ampac drives packaging transformation and performance by creating packages that are more innovative, progressive and dynamic than those used by competitive brands. Ampac’s comprehensive approach to packaging is a balance of rigorous, technology-driven thinking and exceptional creativity. It is a diversified global packaging company with 14 manufacturing centers in North America, Europe and Asia. For more information, visit Ampac’s website at: www.ampaconline.com.*

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