

FOR IMMEDIATE RELEASE: March 24, 2022

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Rootree Inc. Launches *Seed to Shelf* Film

Canadian Sustainable Packaging Leader Releases Corporate Video Showcasing its Commitment to Sustainability and Innovation Throughout the Brand Journey

Burlington, Ontario, March 21, 2022: Rootree Inc., Canada's leader in sustainable digital flexible packaging, has announced the launch of its latest corporate video and campaign, *Seed to Shelf*. The short film depicts a brand's journey from start to finish using Rootree's full range of capabilities. The fictitious brand, Amie's Cookies, travels through services such as packaging design, web development and social media management, the digital printing of pouches, and the co-packing of the product. The film was created, directed, filmed, and produced completely in-house, using staff from across the company to capture the perfect portrayal of the company and its spirit. Rootree hopes consumers and consumer packaged goods brands will enjoy the film while recognizing the underlying commitment to sustainability, innovation, and creativity that is reflected in all aspects of Rootree's services.

[Seed to Shelf: a Rootree Film](#)



About Rootree

Rootree is a leading Canadian producer and innovator of high-quality sustainable digital flexible packaging, co-packing services, and creative services. The company manufactures compostable and recyclable packaging for a wide range of industries specializing in stand-up pouches, coffee bags, and rollstock. Rootree was the first manufacturer to install an HP Indigo 20000 Digital Press in Canada, as well as the first in the world to install a Karlville Pack Ready laminator.

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