

# Peel to Connect with Pet Industry Players at 2013 PIJAC Shows

BRAMPTON, Ontario, Canada, Aug. 23, 2013 (SEND2PRESS NEWSWIRE) – Canada is a growing nation of pet lovers. According to the Pet Food Association of Canada, there are more than 12.5 million pets nationwide. The 2013 Pet Industry Joint Advisory Council of Canada's (PIJAC Canada) tradeshow provide unique gatherings of the Canadian pet market and the leading companies that influence that industry, including Peel Plastic Products.

This year marks PIJAC Canada's 25th anniversary and Peel will be participating in the celebration by exhibiting at the ExpoZoo Trade Show and the National Pet Industry Trade Show. These PIJAC shows are ideal showcases for Peel.

"Our innovation in flexible packaging within the pet food industry allows for products to stand out and drive sales," said Mark Liberman, Vice President Sales and Marketing, Peel Plastic Products. "Government Market Indicator Report shows the Canadian pet food market growth continuing to a projected C\$1.9 billion by 2016. Peel's Side Gusset pouches, printing on every panel, and specialized closures can help companies compete for this growth."

## **Functionality:**

Just like in human food packaging, what may be one of the most important features of pet food packaging is convenience. Packaging that offers a beneficial feature can be interpreted as a product enhancement compared to the utilitarian aspects of basic packaging that is designed to protect and contain the product. Packaging options like Peel Plastic's Side Gusset pouches, and FlexiJug, offer the type of consumer conveniences that distinguishes a product.

The Side Gusset Handle and FlexiJug allow companies to offer consumer packaging that is easier to handle and control.

Liberman said: "The Side Gusset Handle is one of Peel's latest innovations. It can hold up to 45 lbs and can transform that slack bag of dog food into a manageable container ideal for dispensing. But for smaller packaging situations, the FlexiJug's re-enforced handle would be more beneficial. Features are only a benefit when they are appropriate for the application and appeal to the consumer."

A closure system allows consumers to keep the pet food fresh and accessible in its original, branded bag reducing the need for secondary storage containers and establish repeat exposure to the brand with each use.

## **Beyond the Shelf:**

Attractive packaging is one of the most powerful tools in driving an initial retail sale, especially in a situation as pet food where the purchaser is not the consumer. Innovative packaging reinforces that sale at every touch point throughout the product life and encourages return customers.

### About Peel:

Peel representatives are staffing ExpoZoo booth 114 at the Centre de foires in Sherbrooke, Quebec, August 25-26, 2013, and booth 522 at the National Pet Industry Trade Show at Mississauga, Ontario's International Center September 15-16, 2013.

Peel Plastic Products Ltd. ( <http://www.peelplastics.com/> ) is one of the largest suppliers of pre-made plastic packaging to the North American market offering unique package formats. Established in 1978, Peel's expertise in Side Gusset formats, pre-made pouches, and roll stock, combined with the inclusion of unique package features allows it develop customized packaging solutions. Peel pioneered the Flat-Bottom Pouch, the Fold-Over bottom pouch, and the Grab 'n' Go Side Gusset Handle pouch allowing customers to offer convenience and differentiation through their packaging. Peel Plastic Products: Bringing flexible packaging innovation to your brands.

News issued by: Peel Plastic Products Ltd.



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