

Peel to Exhibit Flexible Packaging in the States

CHICAGO, Ill., Sept. 6, 2013 (SEND2PRESS NEWSWIRE) – The U.S. is the largest national market for flexible packaging and the value it brings to brand owners through versatility and potential for innovation. Peel Plastic Products Ltd. is bringing this value to the brand owners attending two U.S. September trade shows – HH Backer Total Pet Expo and Pack Expo. Peel is exhibiting in booth 1733 at the Total Pet Expo and booth S6075 at Pack Expo.

“As one of the largest suppliers of pre-made plastic packaging in North America, these two established trade shows allow Peel to connect with professionals from both markets that can benefit greatest from our unique packaging formats,” said Mark Liberman, Vice President Sales and Marketing, Peel Plastic Products.

The variety of audiences attending the Total Pet Expo and Pack Expo allows Peel to showcase how flexible packaging can be customized to enhance the product it contains. “For example, our side gusseted pouches offer more surfaces for communicating to the consumer,” said Liberman. “And when you add one of our closure features to the package, consumers gain the convenience of keeping the product in the original packaging while reinforcing the brand.”

The variety of Peel closure systems allows brand owners to customize their packaging. This convenient feature means that customers are not forced to use a secondary container to store products. “The companies attending the Total Pet Expo and Pack Expo know that convenience has become the most sought after feature in consumer packaging today. Convenience can drive a purchasing decision,” said Liberman. “Peel’s flexible packaging can offer that convenience.”

About Peel:

Established in 1978, Peel’s expertise in Side Gusset formats, pre-made pouches, and roll stock, combined with the inclusion of unique package features makes them a leader in delivering customized packaging solutions. Peel pioneered the Flat-Bottom Pouch, the Fold-Over bottom pouch, and the Grab ‘n’ Go Side Gusset Handle pouch. Peel Plastic Products: Bringing flexible packaging innovation to your brands. Learn more at: <http://www.peelplastics.com/>.

About the Trade Shows:

Backer’s Total Pet Expo Fall 2013 Trade Show & Educational Conference, Sept. 20-22, is held at Chicago’s Donald E. Stephens Convention Center. The Total Pet Expo is at the forefront of the pet industry with record-breaking trade shows and educational conferences.

Pack Expo, Sept. 23-25 in Las Vegas, Nev., is billed as the world’s largest packaging and processing event in 2013. It is projected to bring together over 26,000 packaging and processing professionals and more than 1,700

exhibitors.

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