

# THEY'RE MORE THAN A PET

SO WE PUT MORE INTO YOUR  
PACKAGING



RE<sup>TM</sup> APC Recycle Ready Solutions

Pets are part of our families, and pet food is an emotional choice for consumers. That's why more and more pet owners prefer brands that are distinctive—with impactful shelf or screen appeal—and offer more taste, nutrition and variety for their furry family members. Pet food companies have listened, fetching premium meal and treat options for cats and dogs of all sizes. Flexible packaging has proven to be pet owners' second-best friend, with resealable, easy-to-store packaging that locks in the flavor pets love—and the odors pet owners could do without. At APC, we've invested in the specialized



printing technologies needed to best serve this finicky market, creating a new Center of Excellence at our Story City, IA, facility that focuses on pouch making. Combining our award-winning, eye-catching printing with state-of-the-art pouching, you'll have the kind of packaging that will have retailers begging for more.

## CAPABILITIES

### Converting

- Our Centers of Excellence in New York, Iowa and Wisconsin deploy state-of-the-art flexographic, rotogravure and digital printing methods and streamlined pre-press processes for fast execution and an immediate impact
- High-performance adhesive and extrusion laminations provide optimal product protection and package integrity

### Pouch making

- State-of-the-art equipment recently installed to expand capacity of flat-bottom and double-side-gusseted pouches
- Traditional stand-up pouch-making equipment for treats
- Formats include doy-style, flat-bottom and double-side gusset
- Shaped pouches
- Foils and metallized films
- Transparent high-barrier packaging

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## CAPABILITIES (CON'T)

### Tools to promote and stand out

- High-gloss and/or matte lacquer
- Holographic materials
- Randomized printing
- Personalization of each package
- Interactive packaging
- Digital watermarks
- Promotional coupons
- Proof-of-purchase stickers
- Backside printing of games and sweepstakes
- Thermochromatic inks
- Natural surfaces
- Soft-touch and tactile surfaces
- Shaped pouches
- Foils
- Transparent high-barrier packaging

### Preserving product freshness and brand integrity

- Dial in required barriers and performance needs with a stable of robust and protective technologies
- Tandem extrusion and adhesive laminations of film, paper and foil
- Foil and non-foil barrier structures
- Paper and film-based structures
- Dry-bond or solventless adhesives
- High-barrier windows

### Package functionality and enhancements

- Reclose mechanisms
- Easy opening features
- Hang holes for treats
- Multi-compartments

## SERVICES AND APPROACH

- APC Solutions Team of experts for collaborative innovation and ideation
- Industrial design, modeling and prototyping services to realize concepts and ideas
- Engineering and technical support with testing, problem solving, training and field testing
- Research collaboration with RIT Packaging

### Get to market quicker (and get noticed faster)

We're independently owned, with localized decision making, shorter lead times, and a nimble, lean approach to manufacturing. This is why we're able to quickly get your product to market, giving you the competitive advantage while maintaining the highest quality and strictest brand standards.

### Environmental health and safety

Protecting the environment and ensuring the health and safety of our employees is at the core of everything we do and every decision we make. We're committed to supplying safe products that exceed customer quality requirements.

