



Press Release

Mondi Consumer Bags & Films and Pactiv: novel pet food packaging Hooded Top Slider Bag: an optimized packaging convenience

Vienna/Warburg, 7th June 2010. Hooded Top Slider Bag – that’s what they call the latest innovation mutually developed by the packaging experts Mondi and Pactiv. “Owing to the intelligent reclosable packaging and the special bag shape, the sophisticated packaging system responds to the market’s expectations as to convenience, safety, functionality and marketing in an ideal way”, states Christian Kolarik, MD Mondi Consumer Bags & Films. A further benefit is the extremely easy filling of the bags.

Today’s consumers expect that a modern package offers not only product safety but a high degree of convenience as well. It starts with the opening: Just like all slider-closures produced by Pactiv, the consumer easily opens and securely recloses the package without any help. The Hooded Top Slider is integrated into the upper part of a composite plastic bag and is thus completely protected. Only when removing a part of the outer packaging along the micro perforation, the customer gets access to the slider closure. It is obvious the contents are protected from contamination. Freshness, aroma as well as nutrients and minerals are preserved.

Safety and comfort

The Hooded Top Slider is therefore first ideal for any product where tamper evidence is required and, where the contents are consumed in portions, such as dry pet food. Chad Rupert, General Manager Slide-Rite® confirms: “It is intuitively obvious the hooded top slider packages provides a safe, secure, and highly functional package. Consumers prefer both peace of mind and a convenient and efficient closure system.” Obviously the slider closure eliminates the need for consumers to repackage the contents after the package is initially opened.

Furthermore the Hooded Top Slider Bag offers perfect transportation comfort. A handle in the side gusset makes it quite easy to carry the bags of five to ten kilograms. It also facilitates to pour it out without remaining residues in the top region of the bag.

Functionality and Marketing

There are some benefits for the manufacturers of the packed products as well: The design of the bag with square bottom facilitates the filling of the bags on FS machines. The solid Hooded Top Slider resists the high pressure during the filling process, even with high production speeds.

Moreover the Hooded Top Slider Bag is an attractive appearance at the point of sale. The special design of the bag, which can be printed in up to ten colors in combination with the eye-catching closure system, cannot be ignored. At the same time the intelligent packaging concept enhances the brand image of the product, creates competitive advantages and increases customer loyalty.

Mondi Consumer Bags & Films belongs to the Division Europe & International and is an innovative producer of active and convenient packaging for pet food, food and non-food products. Mondi has seven production sites within this business sector - all certified according to ISO 9001 and to BRC/IoP - and one R & D Centre for the development of custom-made solutions. The range of products comprises high-quality mono-films and printed laminates, high barrier films, paper and plastic bags as well as stand-up pouches. Furthermore, Mondi Consumer Bags & Films offers a large variety of specific product features and services, such as barrier properties, professional printing technology and special consumer benefits, such as easy opening and easy pouring solutions or microwave use.

The Pactiv Corporation (www.pactiv.com) is a leading producer of sophisticated packaging solutions for consumer and food service packaging products. The company derives more than 80 percent of its sales of \$3.6 billion world-wide (2008) from the above-mentioned two market sectors in which it holds the number one and number two market-share position.

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