improving consumer satisfaction one package at a time

PAPER PAK INDUSTRIES

ppi

perishable department cleanliness is critical to customer loyalty

An annual consumer survey indicates that store cleanliness is the number one factor consumers consider when deciding where to shop for their fresh and packaged groceries.[1]

Ensuring that your packages of fresh cut meat, poultry, seafood and produce are free from excess liquids is essential to maintaining store cleanliness and therefore consumer satisfaction.

Absorbent food pads enhance the shelf appeal of a wide range of packaged perishable foods and are a proven, cost-effective tool that eliminates undesirable juices at point of purchase.

[1] Source: Progressive Grocer 70th Annual Report of the Grocery Industry, August 2003
[2] Source: InsightExpress® Household Shoppers Panel, February 2004

consumers prefer absorbent pads

Grocery shoppers prefer to purchase packaged meat, poultry, and seafood products with an absorbent food pad. A recent market research study confirms 85 percent of shoppers prefer an absorbent pad in their packaged perishable foods.

More than 90 percent of consumers recognize absorbent pads' value for controlling excess fluids and natural juices.[2] Shoppers appreciate absorbent pads for their important benefits:

- prevents juices from leaking outside the package
- keeps perishable foods fresher and cleaner
- eliminates mess in grocery carts, bags, cars and at home
- enhances overall appearance of packaged fresh foods
- improves customer satisfaction

we deliver consumer satisfaction

Paper Pak Industries, with over 45 years of experience, is the largest manufacturer in North America dedicated solely to the manufacturing of absorbent mediums for the food packaging industry.

We are the preferred supplier of absorbent products to the leading processors of fresh beef, pork, poultry, seafood, and fresh produce, supermarket chains, and packaging manufacturers and distributors.

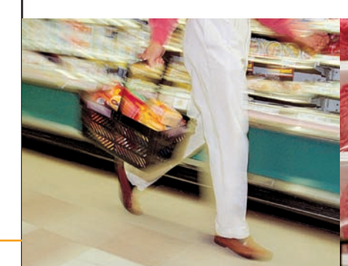
the expertise and capacity to meet your needs

Paper Pak Industries' team of experienced technical, manufacturing and sales professionals work closely with each of our customers to ensure that the most effective absorbent product is utilized. We offer a wide variety of standard absorbent food pads and we also custom design and manufacture products to meet your specific absorbent needs.

Our state of the art production lines enable us to provide unique pad sizes, colors, shapes and absorbencies. Each of the company's East and West Coast manufacturing facilities are vertically integrated, enabling Paper Pak Industries to respond to dynamic market conditions.

Discover how Paper Pak Industries can help you improve consumer satisfaction one package at a time.

Consumers prefer to buy packaged meat, poultry, seafood and produce with little or no excess juice. A clean, appealing package can mean the difference between a lifelong customer and a dissatisfied shopper.



our complete line of absorbent food pads are designed to improve consumer satisfaction

ZAP®

- Patented layered high crepe cellulose pad
- Strong cellulose core traps fluid inside
- Patented sealing process prevents delamination
- Available in a variety of sizes, colors, shapes and absorbencies
- Available in cases or rolls

ULTRAZAP®

- Patented pouch pad, sealed on all four sides
- Highly creped cellulose absorbent core locks in moisture
- No fluff particles to burst out
- Superior performance in case-ready and modified atmosphere applications
- Available in a variety of sizes, colors, shapes and absorbencies
- Available in cases or rolls

ULTRAZAP® SUPERSORB®

- UltraZap plus FDA approved super absorbent polymers
- Consistent applications of polymers provides superior performance
- High capacity absorbency for high moisture products and family packs
- Available in a variety of sizes, colors, shapes and absorbencies
- Available in cases or rolls

We also offer a range of specialty absorbent products, including **Case Liners** in rolls or cut sheets for retail meat and dairy cases, **UltraZap® Alert™** anti-theft pads with an EAS label embedded inside our patented pouch pad, **Irradiation Safe** pads for specific package applications, and **Biodegradable** pads for environmentally sensitive market channels.

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