

Berry Plastics

Berry Plastics is a leading global manufacturer and marketer of value-added plastic consumer packaging and engineered materials. With a long-standing track record of delivering high-quality customized solutions to our customers, our products are designed utilizing proprietary research and unique development and manufacturing technologies. As a leading provider of thinwall food containers, Berry Plastics recognized the trend towards non-round packaging, particularly in the dairy market.

Berry Plastics is proud to introduce the newest, most efficient non-round package on the market. Qubic is a non-round container product line that maximizes shelf space and shipping efficiency as compared to traditional round containers and may thereby reduce your warehouse and distribution costs. It may also contribute to your company's sustainability initiatives because it is fully recyclable and may reduce the environmental impact of your supply chain by requiring less shipments for the same amount of product. For consumers, Qubic occupies less storage space in the refrigerator than traditional, round containers, and the natural corner spout makes for cleaner serving and pouring.

Despite all benefits, one of the biggest challenges with non-round packaging are the high costs of decoration. Today, decorating non-round packages has been limited to three basic offerings; IML (in-mold labeling), shrink sleeve and pressure sensitive labels. These options can provide nice decoration but for a premium price. Due to these high costs, the movement to non-round packaging has been very slow and has been met with opposition. Processors continue to struggle with the gap of what is possible and what is affordable. Berry Plastics has bridged the gap between affordability and excellent photographic decoration.

In 2011, Berry Plastics introduced Iconic printing, or indirect flexographic printing, offering photographic-like quality decoration on round containers. In 2013, Berry Plastics won the Flexographic



Technical Innovation Award for the development of Iconic™. Berry Plastics has become the first company in the world to print Iconic™ (indirect flexographic printing) on a non-round container. With print quality similar to IML, shrink sleeve and pressure sensitive label, Iconic™ printing provides excellent photographic images on all colored or clear substrates, at an affordable price. In many cases, users can save up to 30% versus other non-round decorating options thus allowing them to transition to non-round packaging with minimal cost impact.

When Qubic containers and Iconic printing are combined, Berry Plastics customers can realize a package with photographic like graphics that optimizes the shelf space and maximizes the entire supply chain at an affordable price. For more information, please contact Dave Weaver at daveweaver@berryplastics.com or visit QubicContainers.com.

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www.berryplastics.com