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WINPAK INTRODUCES AVENIR™ LIDDING SERIES AT PACK EXPO

Winpak, North America's largest supplier of die-cut lidding, announced the introduction of its new Avenir™ Lidding Series at Pack Expo International 2006. The new heat sealable lidding contains no foil and is suitable for sealing to polypropylene and polystyrene containers. Winpak expects Avenir™ Lidding to be popular among processors using metal detectors for exposing foreign objects in finished packaging.

The Avenir™ Lidding Series is expected to have many benefits for processors including:

- ✓ Suitability for finding foreign objects with metal detection equipment
- ✓ Outstanding tear and puncture resistance
- ✓ Enhanced aesthetics
- ✓ Machine compatible with other lidding materials

"Avenir™ Lidding is a major advancement for processors looking for the ability to detect metal foreign objects in finished packages. In addition, our customers can continue to count on the reliable seals and easy peeling characteristics they have come to expect from Winpak lidding products," remarks Jim McMacken, Vice-President of Sales and Marketing at Winpak Portion Packaging, Inc. "Avenir™ Lidding is the result of a lengthy development program Winpak initiated to respond to the growing demand for nonfoil die-cut lidding," McMacken adds.

The die-cut format posed special challenges during development. The lid dispensing system on die-cut format packaging machines requires the lids to demonstrate lay-flat characteristics. Winpak's research and development group was able to develop an extrusion coated polyester film structure that met these characteristics. It is resistant to curling, even when exposed to heat. In addition, the lid dispenser must be able to separate the lids for proper dispensing onto the cups. A new embossing technique represented a major technological advancement to allow for reliable separation and dispensing on packaging machines.

Winpak is a vertically integrated supplier, capable not only of printing and die-cutting lidding, but also custom laminating proprietary base material structures from paper, foil, and film raw materials. This capability allows Winpak to respond to the most difficult customer challenges in order to develop lidding for the most demanding applications. Winpak answers another challenge with the Avenir™ Lidding Series.

Winpak manufactures and distributes high-quality packaging materials and related packaging machines. The Company's products are used primarily for the protection of perishable foods, beverages and in health care applications.

