

brand owners

suppliers

consumers

# Prime Peel<sup>®</sup>

## Peel-and-Reseal Solutions

**High-performance, eco-friendly packaging for superior freshness and customer experience.** Brought to you by FlexPak Services.





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From food to health and beauty, today's savvy consumers are looking at brands in new ways, supporting those that align with their values. While they expect convenience, freshness, and high quality, your customers are increasingly considering sustainability when making purchasing decisions.



## Delight Consumers. Help the Planet. Drive Growth.



Although 94% of consumers say they're concerned about the environmental impacts of packaging<sup>1</sup> — and 73% are willing to spend more for sustainable packaging<sup>2</sup> — they still rank ease of use, durability, and appearance ahead of eco-friendliness. This means that brands must strike a fine balance between delivering convenience for on-the-go consumers and showing a commitment to the planet.

Among consumers who are passionate about sustainability, 95% recycle and 94% do everything they can to reduce their footprint, yet 41% feel that convenience is more important than the environment.<sup>3</sup>

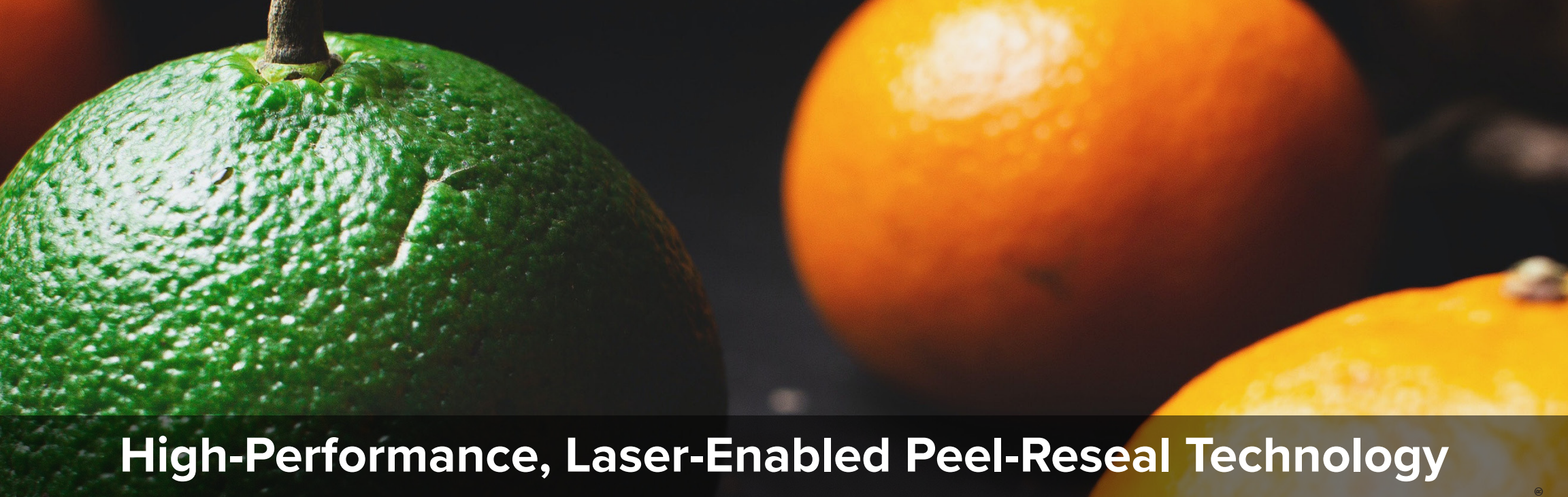


# Food

# Healthcare

# Cannabis

FlexPak's PrimePeel® peel-and-reseal solutions offer food, healthcare, cannabis, and other consumable brands the opportunity to differentiate in today's highly competitive market with reliable, high-performance packaging that responds to the changing consumer expectations while minimizing the environmental footprint.



## High-Performance, Laser-Enabled Peel-Re Seal Technology

Our advanced laser-scoring techniques ensure superior quality and precise accuracy, while providing reliability, flexibility, and versatility in the features — including any size, contour patterns, and shapes.

- Guaranteed opening and hermetic reseal every time
- Precise, consistent tearing along the scored line
- Full control of the score depth and tear propagation
- Repeatable process that guarantees package opening

FlexPak’s patented PrimePeel® technology is a unique alternative to traditional peel-and-reseal, die-cut flexible packaging. Using a pressure-sensitive adhesive label combined with laser scoring, PrimePeel offers easy-tear and peel-and-reseal features in packaging that is as elegant as it is reliable.

With PrimePeel, brand owners can offer an elevated experience to their customers and answer consumer demand for speed and convenience. The effortless functionality of the packaging eliminates the need for knife or scissors and prevents spillage while maintaining the package integrity, product freshness, and aesthetic appearance — boosting consumer satisfaction.

# Faster Time to Market, Improved Efficiency with Laser Processing Digital Technology

Unlike mechanical applications that require time-consuming setup and tool dialing, PrimePeel's fully digital process allows for a fast change of scoring patterns, size, and other features. The design possibilities are virtually unlimited — and you can create features and make changes on the fly. From development to final product, the end-to-end process is fast and easy.



**Accelerate your time to market with faster laser processing, setup, and validation.**





# Versatile Solutions for a Variety of Brands

## Food

Our PrimePeel adhesives withstand water, moisture, and condensation, eliminating issues such as discoloration and degradation of the adhesive from impacting resealing functionality. The packaging maintains barrier properties and the appropriate oxygen transmission rates.

### Applications:

- Fresh produce (lettuce, tomatoes, cherries, berries, sliced apples, etc.)
- Dry goods such as snacks and sweets (crackers, cookies, candy)
- Deli meats and cheeses
- Frozen produce (potatoes, broccoli)

**FlexPak's PrimePeel technology maintains hermetic properties on packaging and preserves its contents while offering additional features such as breathability and tamper resistance.**

## Health and Beauty

We use the right adhesive formulation for each application, ensuring that peel-and-seal functionality remains intact for products that contain alcohol and other chemicals.

### Applications:

- Pharmaceutical wipes
- Consumer wipes
- Medical packaging



## Coffee and Other Consumables

PrimePeel can be combined with FlexPak's PrimeVent — a one-way degassing, breathable vent designed for coffee packaging, pet food, vitamins, and other consumable products that require gas evacuation from sealed packaging — to ensure a longer shelf life and an improved flavor profile.

## Cannabis

PrimePeel can be combined with laser perforating to ensure the product's packaging maintains the right oxygen levels to preserve its freshness, with enhanced features such as child-proofing and tamper-proofing available.





# Environmentally Friendly Packaging to Meet Your Sustainability Goals



These trends are influencing fast-moving goods companies' move toward environmentally friendly practices. The top packaged goods manufacturers and retailers are focusing their sustainability commitments on three areas<sup>5</sup> :

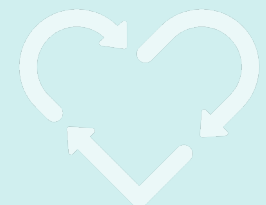
- Full recyclability and higher degree of recycled content in packaging (60% of top 100 fast-moving consumer goods companies)
- Reduction of packaging and plastic usage, including weight reduction of packaging (26%)
- Innovative use of packaging, including partnerships with suppliers to reduce plastic consumption and find more alternatives (14%)

Awareness about packaging waste and its impact on pollution is changing consumer behaviors, with sustainable packaging playing a bigger role in purchasing decisions<sup>4</sup> :

- **86%** of consumers say they're more likely to buy from a brand that has sustainable packaging
- **47%** would choose a competing product if it has more sustainable packaging
- **68%** would switch because of packaging from a brand they're loyal to

PrimePeel helps brand owners embrace these sustainability priorities by implementing innovative solutions that greatly reduce plastic usage and waste.

- Recyclable label and film
- Smaller material footprint
- Lower waste overall





## PrimePeel Lidding

A lidding label reduces the material use by 20% compared to a clam shell while creating a more elegant appearance and a more friendly packaging that is easier to open and reseal. The label and film, which are recyclable, can be printed, enhancing brand visibility. The packaging prevents product spillage and the contents can be accessed easily, without scissors or other tools — elevating the customer experience.



The versatility and flexibility of the PrimePeel's patented laser processing technology unlocks unlimited possibilities for brands, with multiple functional sizes, shapes, and configurations available, all while remaining elegant and simple.

# Versatile Design for Quality and Freshness

## Design Features

- Works with any film
- Pouch, flow-wrap, or top-seal lidding tray
- Preserves product freshness for multiple types of packages
- Opens and reseals completely multiple times
- No additional cost of a zipper, slider, or other closure
- Label size and opening can be customized for each application
- Secondary packaging not required
- Compatible with current filling lines process
- Completely hermetic
- Reliable, laser-enabled scoring and perforation
- FDA-approved materials
- Variety of adhesives for multiple peel-reseal applications

### Add-on options:



- Patented tamper-proof design (spiral, serrated, etc.)
- Child-proof opening
- Breathable (micro-perforation)

# Keeping Red Vines® Fresh and Improving Shelf Life with PrimePeel

When American Licorice Co. needed resealable packaging to keep Red Vines fresh and customers satisfied, the company's flexible packaging converter, DazPak, turned to FlexPak Services. PrimePeel technology's easy-tear and peel-and-reseal solution was perfect for delivering the freshness Red Vines customers expected.

The combination of laser scoring and a pressure-sensitive adhesive label delivered on the requirements for quality, freshness, and reliability — while FlexPak's digital process enabled American Licorice to adopt the new packaging quickly without having to change the entire packaging design.





# Four Ways to Implement PrimePeel

1

## Engage FlexPak for an end-to-end solution

FlexPak will provide complete technical support, from package development to material sourcing and full-scale production, reducing your development costs and accelerating your time to market.

2

## Buy film in roll-stock format or pre-made pouches

FlexPak will produce your packaging with PrimePeel applied at our state-of-the-art, contract manufacturing facility, which is food-grade and Safe Quality Food (SQF) certified. Fully printed roll stock or pre-made pouches with our PrimePeel technology can be purchase directly from FlexPak.

3

## Buy film with PrimePeel pre-applied by FlexPak

Continue using your current film supplier and send your roll stock to FlexPak. We will apply the labels and laser scoring to the packaging film and return your roll stock with PrimePeel pre-applied so you can finish your packaging in-house with your form-fill-seal machine. We can customize the labels with your logo or art printed on the label and place it over a clear print, or vice versa.

4

## Work with your converter to offer solution in-house

FlexPak will license the PrimePeel technology to your packaging partner, enabling your supplier to vertically integrate our PrimePeel technology in-house so they can provide the service to you directly.



# PrimePeel Tiers

## PrimePeel Resealable Label

Traditional film — the pressure-sensitive adhesive is part of the label, so you don't need to change your current film substrate.

## PrimePeel Resealable Film

Engineered film designed with pressure-sensitive adhesive integrated into the film — the adhesive layer acts as the label.





FlexPak offers PrimePeel technology licensing options to flexible packaging converters looking for a high-quality, turnkey solution. Converters can meet their customers' needs with a variety of pre-made flexible packaging designs and adhesive formulations, accelerate time to market with digitally driven processes, and shorten production timelines with just-in-time manufacturing.

## Benefits for Converters

- Create new revenue streams
- Add more value to existing customers
- Optimize operational efficiency
- Save on materials and production costs
- Boost sales with versatile options

“

Our customers realize significant cost savings because PrimePeel is so versatile and can help with many different packaging solutions. We're seeing brands accomplish four times the production volume because of its flexibility.”

— **Adrian Backer**, Vice President and General Manager, DazPak

# Work with an Industry-Leading, Innovative Partner

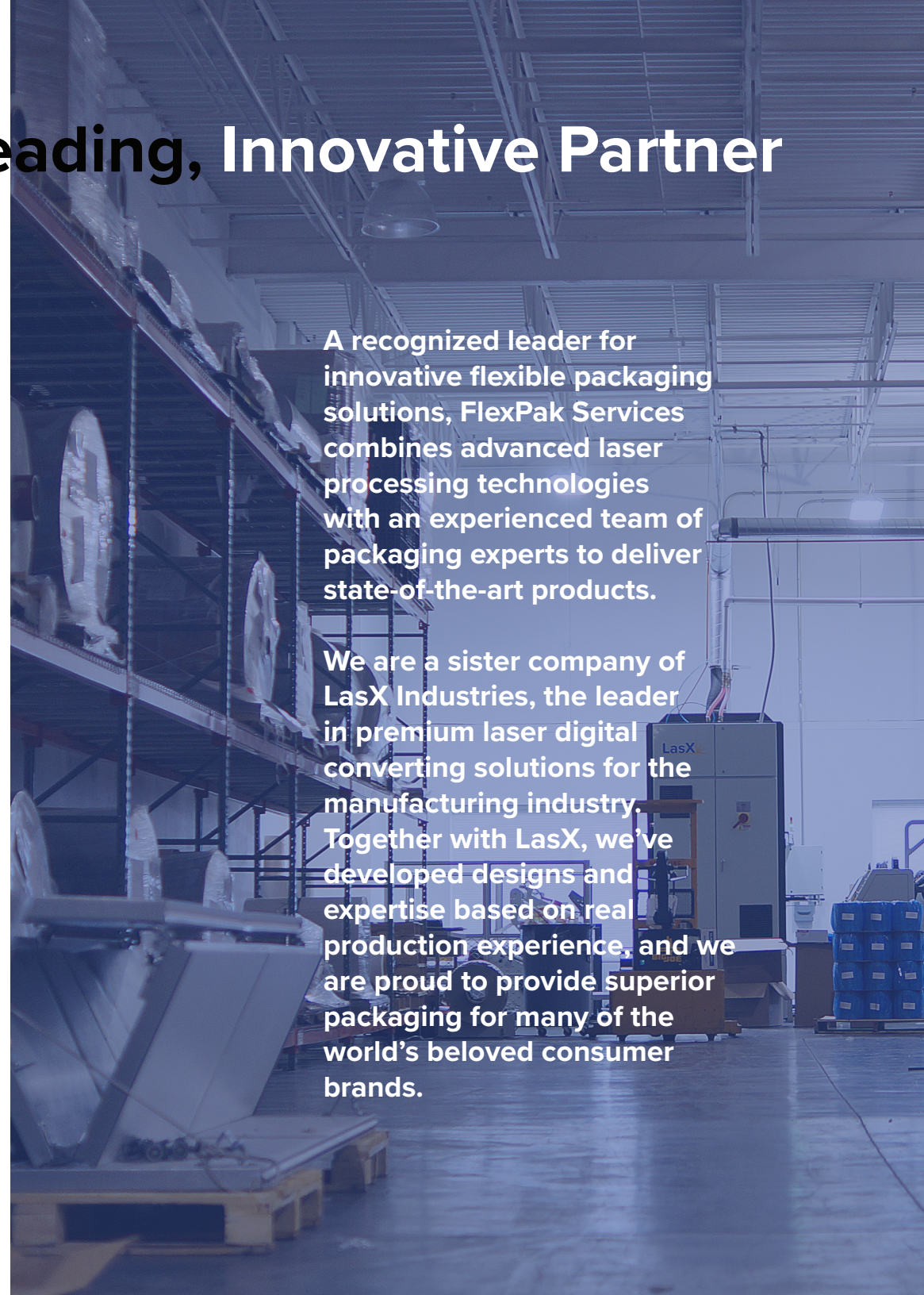
From development to full-scale production, FlexPak offers customized services and technical support to help a diverse range of brand owners and film suppliers to:

- Reduce their development costs
- Accelerate time to market
- Achieve optimal results

Our cutting-edge solutions improve the quality, performance, and convenience of flexible packaging. As a trusted partner to our customers, we stay abreast of industry trends and continuously innovate. By responding to the evolving market needs, we help you maintain a competitive edge in your market and evolve quickly in step with the changing consumer preferences.

A recognized leader for innovative flexible packaging solutions, FlexPak Services combines advanced laser processing technologies with an experienced team of packaging experts to deliver state-of-the-art products.

We are a sister company of LasX Industries, the leader in premium laser digital converting solutions for the manufacturing industry. Together with LasX, we've developed designs and expertise based on real production experience, and we are proud to provide superior packaging for many of the world's beloved consumer brands.





# Ready to explore the breadth of opportunities that PrimePeel can deliver for packaging brands?

Contact [sales@flexpakservices.com](mailto:sales@flexpakservices.com) to learn how we can help you improve sustainability, save costs, and delight your customers.



**Explore video and tech highlights.**

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