



**For Immediate Release
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Fresh-Lock® Closures Team Spotlight Sustainable Solutions at PACK EXPO Las Vegas
New Fresh-Lock® 8000 series to be unveiled at PACK EXPO is inspired by consumer trends and a sustainable supply chain.

APPLETON, Wis. – [Fresh-Lock® closures](#), a leading brand in reclosable packaging technology, will spotlight sustainability at [PACK EXPO Las Vegas 2019](#) (Booth C-1444), Sept. 23-25 at the Las Vegas Convention Center with the premiere of the 8000 Series and the return of the “Freshville” experience on the tradeshow floor.

“Sustainability is more than a fad. It is a consumer demand that brands need to not only recognize but also implement,” said Brad Hansen, president of Presto Specialty Products, a business unit of Reynolds Consumer Products. “This year at PACK EXPO Las Vegas, we will present the multiple facets of sustainability – from new products and consumer trends to messaging strategies.”

Making its PACK EXPO debut, the Fresh-Lock® 8000 series was developed to provide brands with a line of sustainable closures for flexible packaging. The line features long-time benefits of Fresh-Lock® closures, including ability to maintain freshness, reduce food waste, and provide added convenience for consumers, while also supporting a circular economy through more sustainable solution for CPGs.

In addition to the 8000 Series, the Fresh-Lock® PACK EXPO booth will feature “Freshville,” a fictional town designed to highlight unique consumer trends influencing the future of packaging. The persona “Sustainable Stacy” will take center stage in 2019 alongside new and returning faces from the 2018 show. These personas not only highlight consumer wants and needs but also the packaging solutions the Fresh-Lock® brand offers, such as the Click ‘N Lock™ sensory zipper, Fresh-Lock® particle plow slider and Child-Guard® child-resistant slider.

On Tuesday, Sept. 24, at 1 p.m. on Innovation Stage 2, Chuck Ditter, North American Sales Manager for Fresh-Lock® closures and Thomas Morsheimer, Business Development Manager for Fresh-Lock® closures will present “Pushing Sustainability Beyond a Buzzword: Packaging that Drives Consumer Action.” The presentation will discuss the role of packaging in educating consumers on brands’ sustainable offerings.



A New Recycle-Ready Zipper Solution: Fresh-Lock® zipper style 8113 offers a new recycle-ready zipper solution. This closure is not only compatible with film sealing systems, but also delivers the ideal consumer experience for reclosable pouches.



For additional information about sustainable solutions and initiatives currently available, visit the [Fresh-Lock® website](#) or contact 920-738-1747.

About Fresh-Lock® Flexible Packaging Closures

The Fresh-Lock® brand is the market leader in press-to-close zipper and track & slider reclosable solutions for flexible packaging. With a solution for virtually any packaging need, our closures drive consumer loyalty and brand differentiation through functional benefits. The Fresh-Lock® brand team offers specialized packaging machinery and quality components for fast and efficient track and slider applications.

Our solutions include the child-resistant Child-Guard® slider, reduced scale Fresh-Lock® mini slider, and the Fresh-Lock® 8000 series, a line of sustainable closures designed for flexible packaging. Fresh-Lock® products are designed and produced by Presto Specialty Products, a business unit of Reynolds Consumer Products.

Photo available for media use [here](#).

Fresh-Lock zipper 8113 caption: Fresh-Lock® zipper style 8113 offers a new recycle-ready zipper solution. This closure is not only compatible with film sealing systems, but also delivers the ideal consumer experience for reclosable pouches.

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