



For Immediate Release:
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The Fresh-Lock Team will Showcase Closure Technologies at 2022 Cheese Expo

New press-to-close and slider technologies help deliver convenience and freshness

APPLETON, Wis. – [Fresh-Lock® closures](#), a leading brand in reclosable packaging technology, will highlight new packaging solutions that support sustainability and product freshness at 2022 Cheese Expo, April 12-14 in Milwaukee. Attendees are invited to visit the Fresh-Lock team at booth #544 to experience new zipper and slider innovations designed for sustainability and product preservation.

“When it comes to culinary delights, consumers want to know that their products will remain fresh after the package has been opened and reclosed. Packaging formats that do not offer reliable reclosability can lead to contaminated products and negative brand impressions,” said Gianni Holzem, commercial sales director at Reynolds Consumer Products. “The Fresh-Lock team aims for packaging innovations that will help reduce waste, lengthen shelf life, and provide a positive consumer experience.”

Fresh-Lock® Click N’ Lock Sensory Zippers will be highlighted, which provide an audible/tactile experience that helps your product packaging stand out from the competition. The audible noise and noticeable feel of a “click,” in addition to the double locks, reassures consumers that they reclosed their package securely. Ideal for food, pet food/treats, as well as lawn and garden, the Click N’ Lock zippers help enable faster line speeds and provide better crush and side seals.

Also being featured, the Fresh-Lock® Double Lock style 184 is an excellent option for dairy and cheese products. Reliable with proven versatility on a wide range of equipment and package types, we’ve optimized this zipper design with off-set flanges to seal even better to film than our original double lock styles. With better crush and faster line speed potential this zipper is sure to help a package stand out from the competition on shelf and in production.

In addition to the closures being exhibited, the Fresh-Lock team has been working hard to address a flexible packaging industry desire for better zipper sealing equipment that can be integrated into high-speed environments. The new Fresh-Lock® Zipper Sealer SRS-200 is designed to overcome film waste, provide better sealing accuracy, increase the rate of production, create smoother seals, and more all while taking up less space than other zipper sealers.

The Fresh-Lock® team is also excited to discuss their upcoming space for collaboration, set for a grand opening in 2023. Located in Wisconsin, the Collaboration Center will provide greater opportunity for the Fresh-Lock team to understand clients' packaging needs, challenges, and limitations so they can continue to invest in innovative reclosability solutions.

For additional information about Fresh-Lock® closure solutions and initiatives, visit <https://fresh-lock.com/news-room>

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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 practically any packaging need, our closures help 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. Fresh-Lock products are designed and produced by Presto Products, a business of Reynolds Consumer Products.

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