



**For Immediate Release:**

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## **Fresh-Lock to Showcase Grip and Rip Technology at SuperZoo 2022**

*Fresh-Lock will highlight solutions for safety and convenience in the pet products industry*

**APPLETON, Wis.** – [Fresh-Lock® closures](#), a leading brand in reclosable packaging technology, will spotlight purposeful solutions for pet food packaging at SuperZoo 2022, August 23-25 in Las Vegas. Attendees are invited to visit the Fresh-Lock team at booth #3309 to experience the new Fresh-Lock® Grip and Rip technology alongside various closure solutions for pet products.

“Consumers hold pet products to the same standards as the products they buy for themselves,” said Thomas Morsheimer, market development manager on the Fresh-Lock Team. “We know that pet parents want safe and convenient products, which is why our reclosability experts prioritize the consumer experience the same way pet food producers prioritize the quality of their product. With the right packaging technology, consumers know they are getting a premium pet product.”

Fresh-Lock® Grip and Rip provides an alternative opening solution for packages that are currently made of a woven polypropylene film with a sewn top. Grip and Rip utilizes a tear bead functionality to simplify opening for consumers creating a clean and smooth tear. Grip and Rip also creates a hermetically sealed package to help protect the product from infestation and moisture. Brands that utilize the Grip and Rip technology will not only benefit from a better consumer experience, but also a premium look and simplified manufacturing.

Pet food consumers prefer packages with added features and the Fresh-Lock® Triple Lock Zippers, featured at SuperZoo, are a great example. The three-lock design provides enhanced audible and tactile sensations, easy open and reclose, and extra strong product side holding force. As part of the Fresh-Lock 8000 Series, these triple-lock closures are specially blended for compatibility with recycle-ready film structures and seal at lower temperatures, opening the operating window to aid pouch manufacturing.

With dedication to helping preserve freshness and adding convenience to pet food packaging, the Fresh-Lock team is excited to share a variety of press-to-close zipper and slider technologies. Equally effective with dry, wet, and semi-moist products, pet parents can revel in knowing the packaging of their products are both safe and functional. To experience the consumer benefits of adding reclosability to pet food and treats flexible packaging, visit the Fresh-Lock booth and ask about samples.

For additional information about Fresh-Lock® closure solutions, 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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