

Tackling Packaging Challenges and Pressures



Hosted by

Todd Meussling

Sr. Manager, Market Development
Fresh-Lock Closures

What are some of the pressures and challenges facing the packaging industry today?

- Inflation/rising costs
- Material acquisition and shipping delays
- Labor shortage and staff changeovers
- Production constraints and timeline squeeze
- Demands for sustainable packaging

“

Coming together is a beginning,
staying together is progress, and
working together is success.

- *Henry Ford*

CASE STUDY: Real-Life Collaboration

Kirkland's Signature®
Ultra Clean Premium
Laundry Detergent Pacs



PANEL DISCUSSION | Q&A Panelists



Perry Malik

U.S. Southwest Manager,
Mexico & South America



Tom McLenithan

Vice President of Research &
Development



Mandy Craig

VP Marketing & Sustainability



Project Objective & Goals: Create Value for Consumers



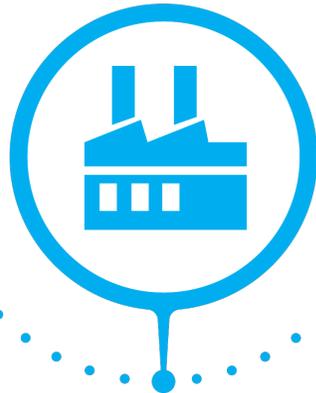
- Create a more sustainable package
 - ✓ Must reduce carbon footprint
 - ✓ Must be fully recyclable and incorporate PCR
 - ✓ Must maintain child-resistant reclosability
- Reduce cost
- Provide a better merchandizing solution maintaining current units per FT²
- Timeline: Kickoff to in market in less than a year

CASE STUDY | Kirkland Laundry Pacs

ORIGINAL PACKAGING



COLLABORATION BETWEEN FRESH-LOCK® AND PARTNERS



INDUSTRY PRESSURES



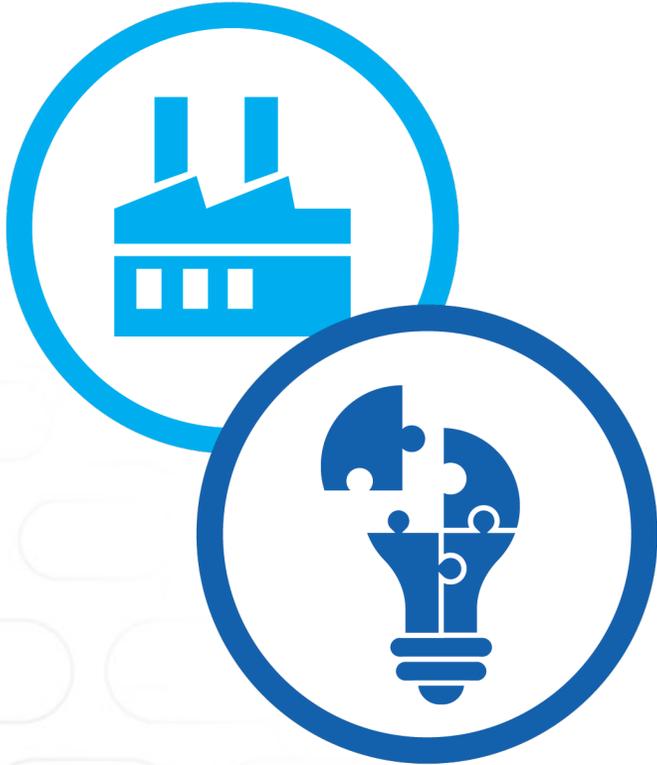
TESTING AND TROUBLESHOOTING

UPDATED PACKAGING

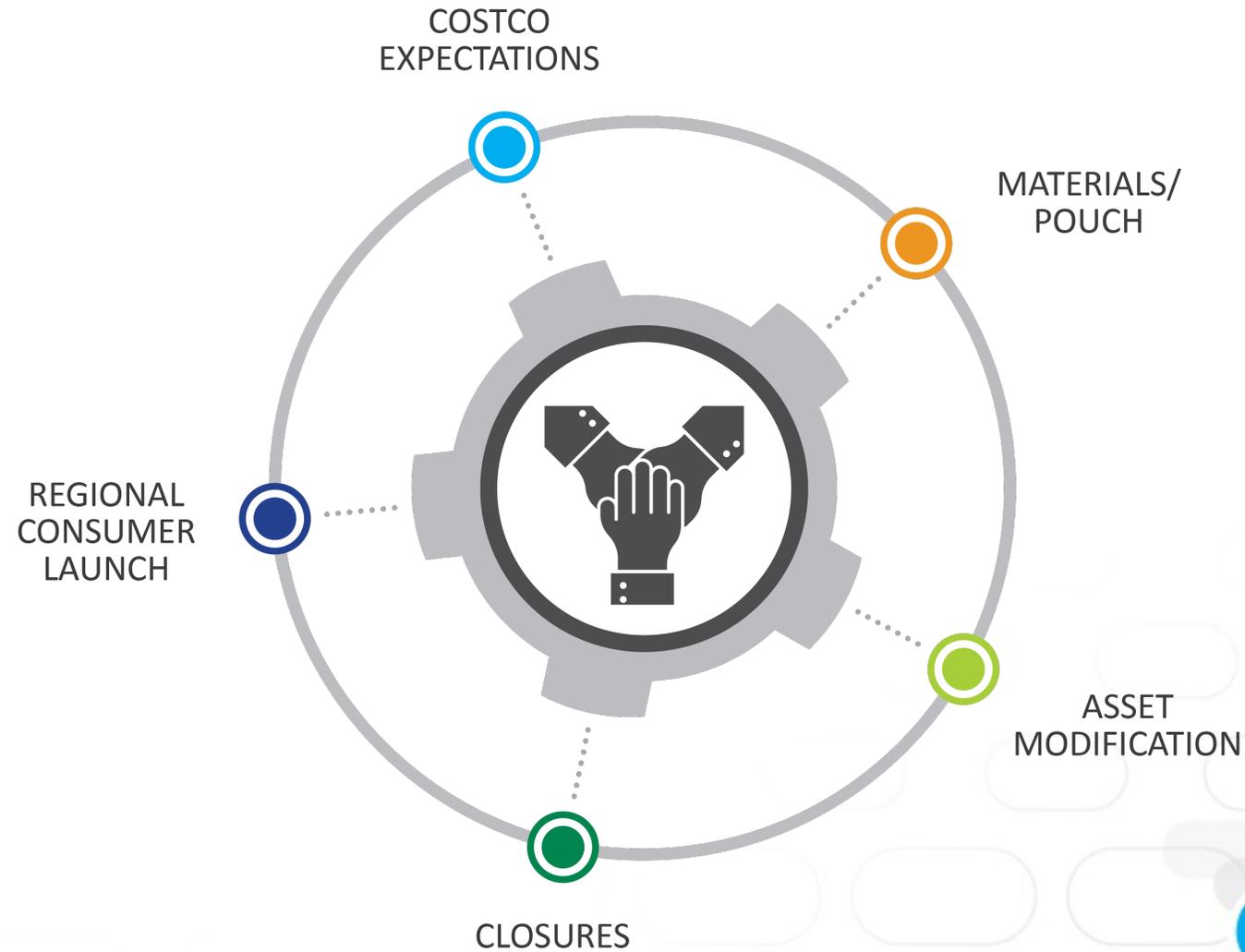


Project Challenges and Headwinds

- Covid restrictions in early 2021
- An aggressive timeline
- First pouch of its kind – 152 ct
 - ✓ Recyclable slider still in development
 - ✓ Material compatibility was uncertain
 - ✓ Fit for use was uncertain
- Material delays
- Child-Resistant testing



Solving Challenges Through Collaboration

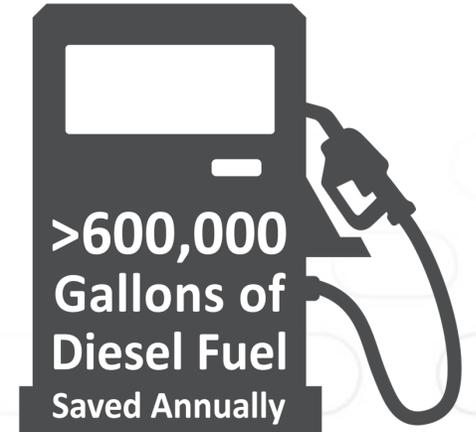
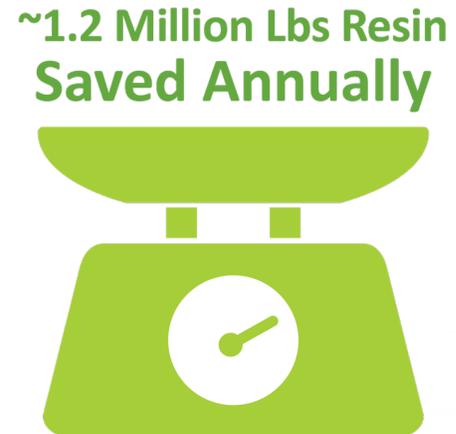
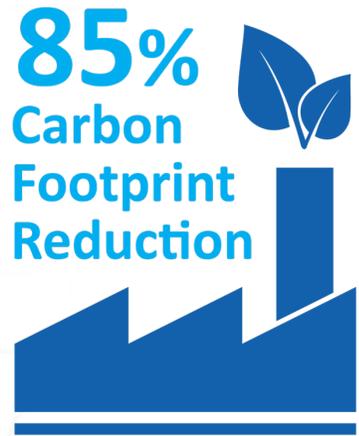


Project Success



- Expanded rollout of the new pouch began 4/2022
- Positive consumer response to the new pouch
- Costco store operations team preferred new solution
- Sales of the pouch exceeded expectations
- Costco is looking to use this pouch solution for other product offerings

Project Sustainability Benefits



Thank You to Our Panelists!

Any final advice for our audience?



Perry Malik



Tom McLenithan



ACCREDITO[®]
PACKAGING, INC.

Mandy Craig



Thank you

