

Coating Excellence Introduces Advanced Closure Option for Woven Pet Food Bags

New Pinch Bottom Innovation to be Showcased at Petfood Forum in Chicago

Wrightstown, WI, April XX, 2010 - Coating Excellence International (CEI), the Wisconsin-based, market-leading flexible packaging company specializing in extrusion coating and laminating, adhesive laminating, high-quality printing, pouch making and woven bags, today announced its exclusive SuperTube, woven poly, pinch-bottom, closure option will be introduced and showcased at the Petfood Forum 2010, held in Chicago, Illinois, April 12 – 14. CEI will be an exhibitor at booth 514-615 at the Hyatt Regency O'Hare event.

The new SuperTube pinch bottom, heat-seal closure option provides CEI's current and future customers with an alternative to the traditional sewn-closure bags. CEI's exclusive pinch, heat-seal closure option offers the benefits of an attractive display area for product messages, and performs like paper bags on existing heat-seal equipment filling lines with the added benefit of controlled COF for optimized palletisation. That means no more sewing at filling lines. The pinch closure for the filling line can be combined with sewing, roll-fold and tape, or slide zipper at the CEI closed end.

"SuperTube bags are built with super-strength, woven materials designed to drastically reduce product damage claims while protecting the vibrant, photo quality color, point-of-purchase graphics," said Lynda Swenson, vice president of bag sales for CEI. "Now with the pinch-bottom closure option, CEI's customers will benefit from running on current filling equipment and multi-plant U.S. production, allowing for reduced lead times, lower shipping costs, strict quality assurance and high dependability."

About Coating Excellence International

Coating Excellence International (CEI) is a rapid-growth, market-leading flexible packaging company specializing in extrusion coating and laminating, printing, and woven bags with original innovations such as Clean Strip™ Ream Wrap and SuperTube bags. Along with providing world-class customer service, CEI offers consistent high-quality, cost-effective, innovative solutions that make its customers successful in a wide variety of markets. Products are produced using clean production technologies, renewable resources, and recyclability making CEI a market leader in sustainable packaging products. CEI is also an American Institute of Bakers (AIB) certified production facility and ISO 9001 certified.

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