

## MEDIA RELEASE

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### Introducing the Air-Powered Package:

**PopPack and PPI Technologies Group develop next generation flexible packaging that is sustainable with superior functionality and consumer appeal.**

PPI Technologies Group, a world leader in flexible packaging, launches a cooperation agreement in with PopPack LLC, offering the “Air-Powered Package™” design technologies to easily open flexible packages. The innovation, EasyPop®, is based on a simple concept: using an air bubble which functions as a lever to easily open packages when the bubble is popped.



PPI Technologies Group will be customizing PopPack’s EasyPop® feature to make commercial prototypes at their packaging incubator facilities in the United States. Multinational brand owners have expressed interest in applying the technology developed by PopPack.

PPI Technologies Group has the technical expertise, know-how and capacity to produce customized packaging solutions for its customers and to complete the required R&D to make packaging prototypes. PPI Technologies Group will implement production development and

machinery modifications required for commercial production and scalability, incorporating the EasyPop® feature into flexible packages.

*“The Air-Powered Package is a next generation package feature, designed with a consumer first approach. It has impressive functionality with built-in consumer convenience for producing easy-to-open packages. PopPack’s technologies will broaden packaging solutions offered by PPI Technologies Group with alternatives for consumer convenient packaging with greater production efficiencies. We look forward to working with our new and existing customers to implement the novel Easy Pop® packaging features for commercial production,”* says R. Charles Murray, CEO of PPI Technologies Group.

PopPack’s solution is suitable for consumer products packaged on vertical or horizontal form, fill, and seal machines, and thermoformers. The packages are easy to open and can be combined with reclosing and self-closing features eliminating the need for scissors, knives, teeth or tear strips or caps to open flexible packages. PopPack’s EasyPop® design technologies apply to solids, liquids, and powders for food and non-food products.

PopPack’s EasyPop® design technologies produce a distinct and appealing “popping” sound which instantly engages the consumer and provides assurance of freshness, tamper-evidence, and product safety. The package design offers improvements for flexible packages to reduce pathogens and contamination of the product. Packages can be opened with only one hand, making this design feature ideal for on-the-go consumers. EasyPop® is appropriate for snacks, foods, condiments and beverages, as well as for packaging personal care and healthcare products, cosmetics, lotions, consumer goods and convenience products. The EasyPop® design-tech meets sustainability goals.

PopPack received the *Packaging Innovation Award for Creative Technology* at Japan Pack and the Packbridge *Easy Open Award* in Sweden for its novel “*bubble in the seal*” easy-to-open packaging innovations. PopPack holds over 150 patents issued and pending, with accompanying trademarks related to its innovation of the “Air-Powered Package”. Patents and trademarks are issued in the Americas, Asia, Middle East, Europe, and Oceania.

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### **About PPI Technologies Group Inc.**

For over 25 years, PPI Technologies Group has manufactured the highest quality packaging machines and pouches in the world. The company maintains a strong commitment to excellence and a passion for innovation to bring PopPack's breakthrough technology products to life.

PPI Technologies Group is the largest supplier of stand-up pouch machinery in North America. The company has sold over 2,500 machines with almost 500 million in sales volume since its founding. PPI Technologies Group can provide contract packaging for a wide range of products. The company develops in-house solutions for the packaging industry and markets technical features and packaging solutions to its "Fortune 500" customers, providing a leading edge for innovative packaging machinery.

[www.ppitechnologies.com](http://www.ppitechnologies.com)

### **About PopPack LLC**

PopPack LLC, is the creator of the "*Air-Powered Package*<sup>™</sup>". Its breakthrough design technology, *EasyPop*<sup>®</sup> delights consumers with convenience, simple functionality, sensory appeal, and eco-friendly efficiency – with an easy "pop" of an air bubble to open flexible packages for liquid and solid products.

*EasyPop*<sup>®</sup> is licensed by PopPack LLC in the USA, complemented by marketing and commercial development by Vivia Ventures in the Netherlands. Commercial-ready prototypes incorporating PopPack's *EasyPop*<sup>®</sup> feature can be made available for production by PPI Technologies Group.

[www.poppack.com](http://www.poppack.com)

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