

# FREEZE OUT THE COMPETITION

WITH RED-HOT DIGITAL PRINTING



RE™ APC Recycle Ready Solutions

No other in-store packaging has to grab customers' attention as fast as frozen-food packaging. In addition to the normal distractions—signage, aisle displays, squeaky shopping-carts—frozen-food packaging is often displayed behind a thick-framed glass door or in an open-top freezer that requires customers to lean over and in to shop. Plus, the packaging itself is ice cold. You can't blame shoppers for wanting to make a quick decision. But we make it easy for them to pick your frozen products with our award-winning printing techniques, anti-fog windows and vivid graphics that showcase the product at its best, making frozen foods look homemade and irresistible. And that's the cold truth.



## CAPABILITIES

### Converting

- Our Centers of Excellence in New York, Iowa and Wisconsin deploy APC HPE Flexo™, world class rotogravure and digital printing technologies aligned with efficient processes for fast execution and immediate impact
- Eye-catching print finishes and materials that stand out in the frozen aisle

### Package functionality and enhancements

- Laser perforation
- Microwaveable packaging
- Anti-fog coatings
- Reclose mechanisms
- Easy opening features
- Hang holes
- Multi-compartments

## CAPABILITIES (CON'T)

### Tools to promote and stand out

- High-gloss and/or matte lacquer
- Holographic materials
- Randomized printing
- Personalization of each package
- Interactive packaging
- Digital watermarks
- Promotional coupons
- Proof-of-purchase stickers
- Backside printing of games and sweepstakes
- Thermochromatic inks
- Natural surfaces
- Soft-touch and tactile surfaces
- Shaped pouches

## SERVICES AND APPROACH

- APC Solutions Team experts for collaborative innovation and ideation
- Industrial design, modeling and prototyping services to realize concepts and ideas
- Engineering and technical support with testing, problem solving, training and in-field audits
- Comprehensive graphics support
- World-class plate-making systems
- Unique and advanced cylinder engraving process
- APC Center for Sustainable Packaging at RIT

### Digital tools that get you to market faster

We're independently owned, with localized decision making, shorter lead times, and a nimble, lean approach to manufacturing. This is why we're able to quickly get your product to market, giving you the competitive advantage while maintaining the highest quality and strictest brand standards.

### Environment health and safety

Protecting the environment and ensuring the health and safety of our employees is at the core of everything we do and every decision we make. We're committed to supplying safe products that exceed customer quality requirements.

