

# LET'S GET PERSONAL

## WE CARE ABOUT YOUR CUSTOMERS



RE<sup>TM</sup> APC Recycle Ready Solutions

You get under your customers' skin. Literally. They apply your products everywhere—from the top of their heads to the bottom of their feet. They trust your products so much, they even use them on their babies' bottoms. When it comes to personal care, you take it personally. Because there's a lot of competition out there—from the major players to mom-and-pop private labels. At APC, we have the expertise you need to stand out on the shelf with eye-popping, personalized



digital graphics and the easy-access, easy-reclose features consumers demand. Our high-quality materials keep products fresh, and our ultra-lean approach and streamlined processes keep costs contained. It's the smart and fast way to get your product in customers' hands. On them, too.

## CAPABILITIES

### Converting

- Our Centers of Excellence in New York, Iowa and Wisconsin deploy APC HPE Flexo<sup>TM</sup>, world class rotogravure and digital printing technologies aligned with efficient processes for fast execution and immediate impact
- High-performance adhesive and extrusion laminations provide optimal product protection and package integrity
- Capability to laser score in two dimensions and in patterns means more options for convenient opening features for your packaging

### Ensure project and packaging integrity

- 100% process detection systems
- Field technical support
- Subject-matter experts in liquid packaging from concept to commercialization
- Assistance identifying packaging fillers

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## 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
- Foils
- Transparent high-barrier packaging

### Package functionality and enhancements

- Reclose mechanisms
- Easy opening features
- Laser ablation
- Multi-compartments
- Fitment compatible products
- Recyclable liquid pouch design with fitments

## 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

### Get on the go and in the 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.

