

# WE LOVE SNACKS

AND BASED ON SALES, SO DOES  
EVERYONE ELSE



**RE** APC Recycle Ready Solutions

The snack food industry is among the largest and fastest growing segments in the food space. Some of the most innovative new consumer brands and ideas are found in the snack aisle. This trend is expected to continue to grow. Whether it's traditional products like chips and puffed snacks or "on-trend" all-natural fruit-and-nut trail mix, consumers want them all the same way— on the go. Flexible packaging is ideally suited for the snack market, meeting consumers' need for single-serving or easy-sharing on-the-go products they



can toss in their backpack or briefcase, ready to eat wherever they are. At APC, we're tooled to help brand owners succeed through our experience and expertise, making your snack irresistible.

## CAPABILITIES

### Converting

- Packaging with immediate impact and fast project execution from advanced printing technologies aligned with efficient processes
- APC HPE Flexo™ combines cutting-edge pre-press technologies and processes with on-press expertise and transparency
- Rotogravure is still the gold standard for print quality. APC is elevating roto even higher - accelerating quality, capabilities and speed to market
- Product protection and package integrity assured with high-performance adhesive and extrusion laminations
- Consumer convenience of an easy open package with transverse and machine direction laser scoring

- Promote, personalize and try more with the speed and flexibility of digital printing

### Preserving product freshness and brand integrity

- Dial in required barriers and performance needs with a stable of robust and protective technologies
- Barrier structures using foils, resins or coated films
- Puncture resistance engineered into laminations
- Easily controlled opening methods designed into the packaging
- Preserve freshness with reclose mechanisms
- Show off the product with high-barrier windows

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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
- Hang holes
- Multi-compartments

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## 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.

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