

Tackling Packaging Challenges and Pressures



PANEL DISCUSSION | Q&A Panelists



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What are some of the pressures and challenges facing the packaging industry today?

- Inflation/rising costs
- Labor shortage and staff changeovers
- Production constraints and timeline squeeze
- Material acquisition and shipping delays
- Demands for sustainable packaging

CASE STUDY: Real-Life Collaboration

Kirkland's Signature® Ultra Clean Premium Laundry Detergent Pacs



2023 GOLD
SUSTAINABILITY



Project Objective & Goals: Create Value for Consumers



- Create a more sustainable package
 - ✓ Must reduce carbon footprint
 - ✓ Must be fully recyclable and incorporate PCR
 - ✓ Must maintain child-resistant reclosability
- Reduce cost
- Provide a better merchandizing solution maintaining current units per FT²
- Timeline: Kickoff to in market in less than a year

CASE STUDY | Kirkland Laundry Pacs

ORIGINAL PACKAGING



INDUSTRY PRESSURES



COLLABORATION BETWEEN FRESH-LOCK® AND PARTNERS



TESTING AND TROUBLESHOOTING

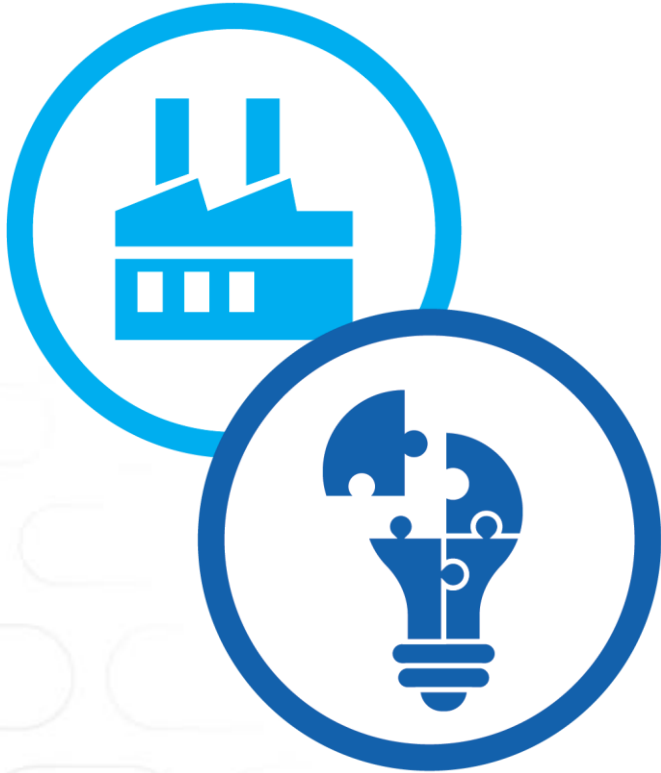


UPDATED PACKAGING

Child-Resistant
Locking System

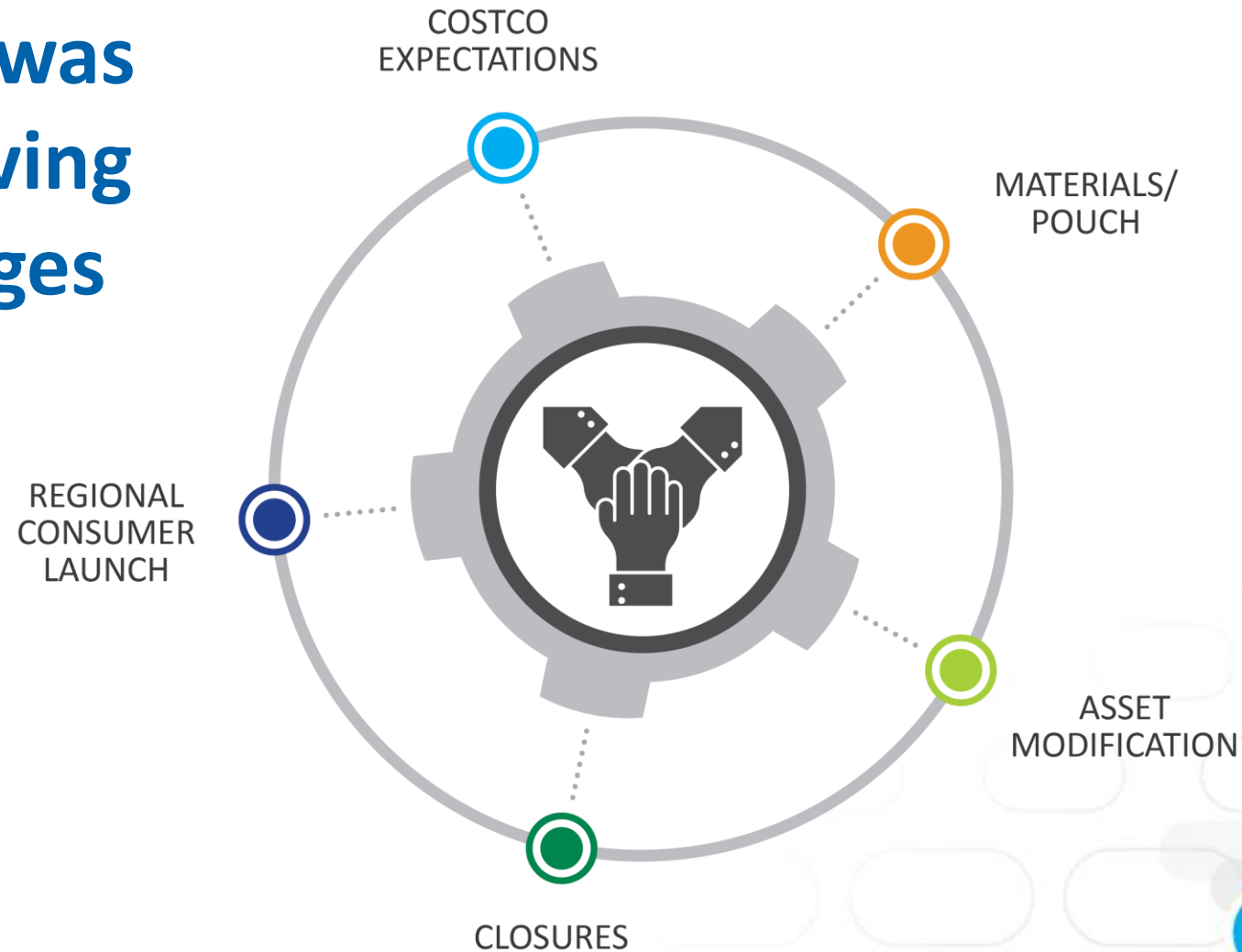


Project Challenges and Headwinds



- Covid restrictions in early 2021
- An aggressive timeline
- First pouch of its kind – 152 ct
 - ✓ Recyclable slider still in development
 - ✓ Material compatibility was uncertain
 - ✓ Fit for use was uncertain
- Material delays
- Child-Resistant testing

Collaboration was the Key to Solving These Challenges

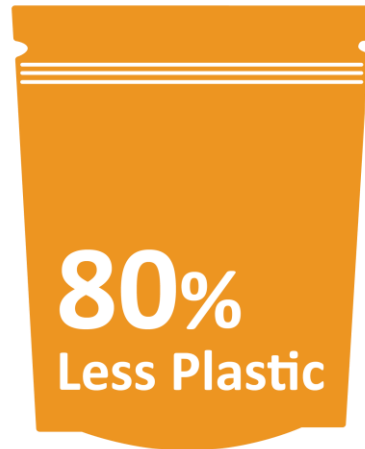
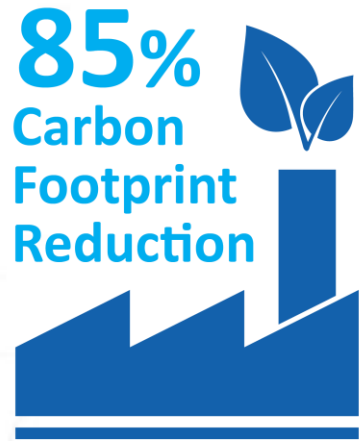


Project Success

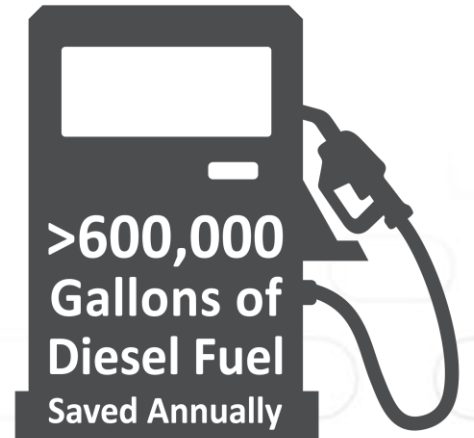


- Expanded rollout of the new pouch began 4/2022
- Positive consumer response to the new pouch
- Costco store operations team preferred new solution
- Sales of the pouch exceeded expectations
- Costco is looking to use this pouch solution for other product offerings

Project Sustainability Benefits



~1.2 Million Lbs Resin
Saved Annually



Thank You to Our Panelists!

Any final advice for our audience?



Todd Meussling



Tom McLenithan



ACCREDITO
PACKAGING, INC.

Mandy Craig



Thank you

