

## **T.H.E.M. INTRODUCES A BOOMING MARKETING TREND SLIM STICK<sup>®</sup> PACKAGING—BEYOND THE “POWDER POUCH”**

*Marlton, NJ* – The Powder Pouch is an old familiar site. Think of your table setting at a restaurant and the container of those little pouches holding sugar and sweetener. Simple and ‘just there.’ Now, the on-the-go, as-you-need it packaging concept for single-serve has gone a step further with Slim Stick<sup>®</sup> packaging, creating more opportunity for marketers of all kinds.

Slim Stick<sup>®</sup> packaging is made of high-quality, multi-laminate materials. Its slim shape allows easy pouring into the opening of a water bottle. And it fits in a purse, a pocket, or a gym bag, to offer single-serving, convenient packaging you can take with you wherever you go.

First on the scene was 4C<sup>®</sup>, who capitalized on consumers’ desire for grab and go packaging. Perhaps they don’t want the same old drink and their beverage isn’t on the menu; maybe they’re on the go, at school or the office. Slim Stick<sup>®</sup> packaging means consumers can have what they want when they want it—a convenience for the consumer and an opportunity and boon for the brand manager.

Slim Stick<sup>®</sup> packaging provides marketers with a significant and timely product line extension. But Slim Stick<sup>®</sup> packaging is more than a sales booster; it is also a cost-effective packaging option that saves manufacturers and marketers up to 35% per package on the cost of film versus the traditional pouch. And with its high-quality construction, it can hold virtually any product that could be packaged into a traditional shape. In fact, Slim Sticks are now used to package a variety of product categories, including beverages, infant formula, vitamin supplements, and nutraceuticals, among others.

Name a company using Slim Sick<sup>®</sup> packaging, and T.H.E.M. (Technical Help in Engineering and Marketing) of Marlton, NJ has helped make it happen: Nestlé, Unilever and 4C are a few of the many organizations that have turned to T.H.E.M. for their single-serve packaging needs.

Robert Goetz, director of purchasing at 4C Foods Corp., comments, "We chose to utilize the stick pack technology for the full line of our new Totally Light Tea2Go Iced Tea Mixes. Originally, a colleague recommended T.H.E.M. for their equipment capabilities. That was certainly a plus, but I was impressed by their level of experience." The test lab and a small production facility convinced Goetz that T.H.E.M. could help them introduce a new product in this package format with great ease. Says Goetz, "The Tea2Go concept is all about convenience and the stick packs deliver on every level of that."

Ken Botterbrodt, Senior Vice President at T.H.E.M, notes, "The slender, tubular design of the Slim Stick<sup>®</sup> package makes it easy to dispense pre-measured products of all kinds." The package can accommodate a range of sizes from a fraction of one gram up to 35 grams of product. Production can be adjusted for a range of package sizes from 50mm to 180mm long and 12mm to 60mm wide. T.H.E.M. uses the Sanko FC-1000 for high-speed, multi-lane, precise stick packaging mass production.

T.H.E.M. recently completed a major expansion of its pilot plant operations, nearly doubling the size, and has added four new packaging suites dedicated to prototype stick packaging. Each packaging suite is equipped with state-of-the-art HEPA air handling systems with humidity control, and all have integrated bulk handling capability. T.H.E.M. also offers comprehensive laboratory support to evaluate, test and launch products in flexible stick packaging.

With more than a decade of experience on the Slim Stick<sup>®</sup> packaging format and the company's ability to move swiftly from idea to market, T.H.E.M. has lead the way for companies to explore this bright new star in single-serve packaging.

Founded in 1973, T.H.E.M. has served as the gateway for North American companies to find innovative packaging solutions. By monitoring packaging trends globally, T.H.E.M identifies innovations from all over the world for application in a diverse range of industrial and consumer product companies in North America.

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