

T.H.E.M. Announces New Business Developer

Marlton, New Jersey – The company that is leading the packaging industry movement in the area of flexible stick packaging has added another “top gun” to its team. Technical Help in Engineering and Marketing (T.H.E.M.) recently announced that John Caporaso has joined the company as New Business Developer.

According to Neil Kozarsky, president of T.H.E.M., “John has just the right mix of entrepreneurial spirit, technical credentials and extensive corporate background that will help support our rapid growth. We are already seeing the benefits of his involvement in the organization.”

Although known best for its leadership role in the development of single-serve stick packs, T.H.E.M. has been acting as a technology antenna for a diverse range of packaging innovations since 1973. The Marlton, New Jersey-based company monitors global packaging trends, identifies innovative technologies, and then adapts them to the needs of American marketers.

Before joining T.H.E.M., Caporaso earned positions of increasing responsibility at the Campbell Soup Company, including Director and Senior Director of packaging, and VP of R&D for Campbell’s Away From Home division. Among many accomplishments, he is credited with leading the technical teams that commercialized Campbell’s first microwave soups in retortable plastic and developing Campbell’s first high temperature hot fill PET beverage containers. This continuous stream of packaging innovation helped Campbell earn many industry awards, including Food and Drug Packaging’s “Food Packager of the Year” award in 2005.

“John’s demonstrated capabilities in bringing new packaging innovations and related technologies to market on a large scale will be a huge asset to T.H.E.M.,” Kozarsky stated. “John fully understands the thought and execution process of the major consumer-product companies we deal with, and that will help us achieve the shorter “go-to-market” cycles our clients expect.”

T.H.E.M. is unique in the packaging world as the leading US-based provider of small volume flexible stick packaging – enabling marketers to experiment with small quantity production for the purposes of initial evaluation and testing. T.H.E.M. also offers comprehensive in-house R&D resources associated

with stick packaging, enabling companies to determine exactly how their contemplated product applications will perform in this single-serve format.

T.H.E.M. is excited to have Caporaso as part of its team. Caporaso received his undergraduate degree in Food Science from Rutgers University, where he returned to earn his Master of Science degree in industrial engineering with a specialization in packaging. Early in his career, Caporaso developed retail and food service packaging as a beverage chemist and packaging engineer at TJ Lipton. He then went on to become a senior engineer in charge of corporate packaging at RJR Nabisco, before going to Campbell in 1987.

Between racing products to market, Caporaso slows things down as a high-performance driving instructor for BMWCCA/PCA.

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Founded in 1973 and located in Marlton, New Jersey, 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 and has put them to work for a wide range of companies in North America. Visit www.them.net

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