

T.H.E.M. PROVIDES SINGLE-SERVE PACKAGES FOR TOP MARKETERS

Marlton, NJ –Single-serve packets make food and beverage products more convenient for the on-the-go consumer. The packages for both products can be carried just about anywhere in a pocket or purse, then quickly mixed in a bottle of water for instant refreshment and a ready source of certain essential vitamins.

According to Ken Botterbrodt, Senior Vice President of T.H.E.M., the ever-increasing popularity of bottled water is driving this demand for single-serving, instant beverage packaging. “Other than carbonated soft drinks, U.S. consumers now drink more bottled water than any other beverage,” says Botterbrodt. “Single-serve stick packs offer consumers the convenience of instantly turning plain bottled water into their favorite beverage wherever they go.”

The International Bottled Water Association reports that bottled water took over the number two spot in the commercial beverage category in 2003. The 2006 projection was that more than 8 billion gallons of bottled water would be consumed in the U.S., approximately 28 gallons per capita on average. And per capita consumption of bottled water has been growing by at least one gallon annually, more than doubling in the last 10 years.

Stick packaging technology has enormous growth potential beyond the beverage industry, as evidenced by the products on the shelves of food markets throughout Japan and other countries outside the U.S. As T.H.E.M.’s Botterbrodt explains, “Stick packaging can accommodate liquid, paste, cream agglomerations, lotions and gel products, in addition to products in powder form. And because T.H.E.M. excels in small volume flexible stick packaging, a critical element of any new project initiative, T.H.E.M. expects to help many companies experiment their way into filling the explosion in demand that is on the horizon.”

As production requirements scale up, T.H.E.M. also offers stick pack customers access to leading national contract packagers that specialize in this innovative form of single-serve. Power Packaging, an Exel Company, is the leading producer in North America for powder beverage in stick packs. Some big names using stick pack technology provided by T.H.E.M. include 4-C, Unilever and Nestlé.

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.

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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