

## **BOTTLED WATER GETS "WAKE UP" CALL THANKS TO T.H.E.M.**

*Marlton, NJ* – Ken Botterbrodt, Senior Vice President of Technical Help in Engineering and Marketing (T.H.E.M.), explains the growing popularity of single-serve packaging. “Let’s face it,” says Botterbrodt, “plain bottled water can be boring after a while. Stick pack-based powders make it easy for bottled water drinkers to add a literal dash of variety.”

According to Botterbrodt, “Stick packs enable active lifestyle consumers to do more than give their bottled water a little flavor kick. It also allows them to put some of the important minerals back into their favorite brands of bottled water.” Botterbrodt explains that most people do not drink pure spring waters rich in mineral content. “The bottled water most people carry around is processed by the big bottlers. Reintroducing some of those missing minerals is a good idea.”

Legions of bottled water toting consumers simply snap open a single-serve Slim Stick®, pour the contents—their favorite powdered beverage—into their water bottle, shake it up and enjoy. Some of the marketers currently using stick pack technology from T.H.E.M. include 4-C, Unilever, and Nestlé.

In addition to products in powder form, stick packaging can accommodate liquid, paste, cream agglomerations, lotions and gels. Depending on the quantity of product, they can fit in anything from a wallet to a purse.

T.H.E.M. is unique in the packaging world in that it excels in small volume flexible stick packaging, a critical element of any new project initiative. Quantities can range from one to fifty million. Small quantity production is ideal for market evaluation and testing, scale-up, specialty merchandisers, or line extensions.

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. Every current facility owned and operated by T.H.E.M. meets industry standards for quality and consistency.

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.

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. Visit [www.them.net](http://www.them.net)

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