

For Immediate Release
September 11, 2023

Pack Expo 2023 Press Kit

TC Transcontinental Packaging Highlights Commitment and Investments to CSR and Sustainability at 2023 Pack Expo International

Chicago, Ill., Sept. 11, 2023 - TC Transcontinental Packaging, a leader in flexible packaging in North and Latin America showcases the breadth of its sustainable flexible packaging at the 2023 Pack Expo International in Las Vegas, Sept. 11-13, 2023. A leading flexible packaging manufacturer that has advanced its investments in technology and R&D for the core markets it serves, including dairy, pet food, coffee, beverage, meat and poultry, confectionery & snacks, home and personal care and industrial. The TC Transcontinental booth, SU-7270, is located in the South Hall - Upper Level.

According to research from McKinsey, in a post-pandemic environment, consumers in all countries are prioritizing sustainable options in packaging, with concerns about hygiene and shelf life top the list of factors important in consumers' purchasing decisions. In addition, consumers expressed concerns about the environmental impact of product packaging, related to ocean litter and pollution.

"As we work to help our customers meet their sustainability goals, we will continue on our path of innovation, advancing sustainable options, including sustainable film development supported by investments in technology, R&D, and the dedication and insight of our employees," said Thomas Morin, President and CEO TC Transcontinental. "Our mission to create fresh, sustainable, innovative packaging is the driving force behind our growth."



*Thomas Morin,
President and CEO TC Transcontinental*

About TC Transcontinental Packaging

TC Transcontinental Packaging, the Packaging Sector of TC Transcontinental, is a leader in flexible packaging with operations mainly in the United States, as well as in Canada, Latin America and the United Kingdom. This sector has approximately 4,000 employees. Its platform is comprised of one premedia studio and 28 production plants specializing in extrusion, printing, lamination, and converting. TC Transcontinental Packaging offers a variety of flexible plastic products, including rollstock, labels, die cut lids, shrink films, bags and pouches and advanced coatings. It services a variety of markets, including dairy, coffee, meat and poultry, pet food, agriculture, beverage, home and personal care products, industrial, consumer and medical products. For more information, visit TC Transcontinental Packaging's website at <https://tc.tc/packaging>.

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For More Information



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TC Transcontinental Packaging Announces Significant Investment in Innovative Sustainable Packaging Solutions

Chicago, Ill., Sept. 11, 2023 - At the show, TC Transcontinental Packaging highlights its recent substantial 60MM investment in the development of cutting-edge mono-material recyclable flexible plastic packaging solutions, providing high-performance and polyethylene films with more heat resistance. In addition to a new innovative film line which will produce biaxially oriented polyethylene (BOPE), a first in North America, expected to be operational in spring of 2024, the investment includes ancillary equipment and a 120,000 sq. ft building expansion in TC Transcontinental Packaging's Spartanburg, South Carolina facility.

TC Transcontinental Packaging is a leader in sustainable product development through investments in its R&D team and technologies, and the dedication of its people. Its *vieVERTe*® sustainable product portfolio leverages the benefits of flexible packaging, such as extending shelf life, reducing food waste, and providing product protection, while reducing its environmental footprint. *vieVERTe*® includes packaging solutions that are recyclable, compostable, and made from post-consumer recycled (PCR) content.

This new offering will be a game changer in TC Transcontinental's recyclability journey, demonstrating our commitment to distinguish ourselves and gain market share with innovative sustainable solutions for our customers", said Thomas Morin, President and CEO of TC Transcontinental. "Our offering aligns with our customers' desire to accelerate speed to market with recyclable products that also protect and preserve customers' content throughout the life cycle of their products in addition to creating a more circular economy for plastic."

In addition, TC Transcontinental Packaging's global themes of Corporate Social Responsibility (CSR) along with sustainable packaging development are on display at Pack Expo. Expanding on its customer-focused "*Especially for You*" commitment, expressing its passion for flexible packaging, dedication to customer success, and demonstrating how corporate social responsibility contributes to purposeful innovation.

TC Transcontinental's CSR plan is aligned with the 9 of the United Nations Sustainable Development Goals (SDGs) which provides guidelines and a path in attaining a sustainable future for its stakeholders and the planet. In addition, TC Transcontinental recently announced it has exceeded gender diversity target goals by 20% on female representation on their Board of Directors outlined in its latest Diversity, Equity and Inclusion initiatives in its 2025 CSR Plan.

"Corporate social responsibility is no longer a siloed initiative, separated from corporate strategy," said Alex Hayden, TC Transcontinental Packaging, Senior Vice President, of R&D, Innovation, Sustainability and ESG. "CSR is part of our strategy, mobilizes all our teams and creates a solid bond of trust with our customers, our investors, and our communities."

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Chicago, Ill., Sept. 11, 2023 - TC Transcontinental Packaging Contributes to Brand Awareness

Packaging plays a very important role in building the identity and creating awareness of a brand and is often the first point of contact between the product and consumer.

"We know most consumers judge a product by its appearance and it's our goal to have the package satisfy their needs aesthetically, while sharing important details, value, and convenience features. The package also has to be durable and able to withstand transportation, and be easy to use, store, and dispose of. We pride ourselves on our blending of art, science and technology to create packaging that accentuates the brand, protects the product, sustains the earth, and inspires the consumer," said Rebecca Casey, Senior Vice President, Sales, Strategy, and Marketing, TC Transcontinental Packaging.



Rebecca Casey,
Senior Vice President, Sales, Strategy, and Marketing, TC Transcontinental Packaging

In addition, the TC Transcontinental Packaging booth at Pack Expo will showcase its vieVERTe® post-consumer resin (PCR) line of sustainable packaging products, which can contain up to 50% of recycled plastic waste depending on the sustainability objectives, applications, and industry. For both non-food and food contact products, and without sacrificing performance, strength, and durability, TC Transcontinental Packaging's films are similar in performance to virgin plastic resin and can be recycled at store drop-off locations and have excellent mechanical properties and machinability. They also look great on the shelf and appeal to the consumer's desire for a cleaner environment.



vieVERTe® post-consumer resin (PCR) line of sustainable packaging products

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Chicago, Ill., Sept. 11, 2023 - Meat and Poultry - TC Transcontinental Packaging introduces TruTite, our new Boneless Shrink Bag, Tulsa Facility Upgrades, and Announces Award from IOPP

TC Transcontinental Packaging is introducing **TruTite™ Boneless Shrink Bag for Beef & Pork** which delivers a cost-competitive, reliable and dependable boneless shrink bag film to the protein market. The product will be manufactured on a new extrusion asset at its Tulsa, Okla. plant and can be run on the **TC AB490, advanced auto-bagging equipment technology** for fresh, bone-in and boneless meats, that will maximize operational efficiency.

"The TruTite shrink bag for boneless beef and pork completes TC Transcontinental's offering by giving our meat packer customers an everyday, competitive option using our new technology," said Rob Taylor, Director of Marketing Protein, TC Transcontinental Packaging. The TruTite shrink bag now extends and complements our current offering which includes our ClearShield™ technology for bone-in fresh meats.



TruTite™ Boneless Shrink Bag for Beef & Pork

In addition, TC Transcontinental Packaging received the 2023 AmeriStar Award from the Institute of Packaging Professionals (IOPP) for its [Kirkland Signature 13% PCR Saddle Packs](#) showcasing its sustainability excellence for meat & protein. Incorporating 13.4% PCR content without compromising package performance, this innovative solution helps divert a percentage of plastic from the landfill. The multi-layer coextruded film maintains product protection and freshness while providing a more eco-friendly solution, aligning with TC's commitment to sustainability.



Pilgrim's Pride 13% PCR Saddle Pack

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Chicago, Ill., Sept. 11, 2023 - Pet Food - TC Transcontinental Packaging Meets Consumer Preferences for Reduced Environmental Footprint in Pet Packaging

TC Transcontinental introduces its new **Recycle-Ready flat bottom and quad seal bags with Soft Touch Matte Coating** to set itself apart on the shelf. The bags are recyclable via store drop-off and provide excellent barrier properties and vibrant graphics to keep earth aware customers happy.

In addition, for the second year in a row, TC Transcontinental is honored to be named a **Top Performer Accredited Business by Pet Sustainability Coalition**.

“Our mission is to deliver best-in-breed flexible packaging pet food solutions to support brands in delivering a premium pet food experience that also upholds brand promises,” said Julie Lichtman Director of Market Development, Consumer Pet-Sales & Marketing. “Our recycle-ready premade bags with matte coating provide a premium sustainable solution with enhanced shelf appeal and a reduced environmental footprint for pet food suppliers.”



Recycle Ready Flat Bottom Pet Food with Soft Touch Matte Coating

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Chicago, Ill., Sept. 11, 2023 - Coffee/Tea and Beverage - TC Transcontinental Packaging Showcases Leadership in shelf-impact and sustainable Beverage Packaging solutions

TC Transcontinental Packaging introduces its **Coffee Flat-Bottom pouch with soft-touch matte coating**, which showcases its long-standing leadership in creating packaging graphics that provide shelf-impact and brand presence. Capitalizing on its expertise in packaging design, including adding soft touch matte coatings, “premiumize” the look of the package and therefore the brand. When it comes to consumer appeal TC Transcontinental Packaging is also a leader in the development of compostable (both home and industrial) and recycle-ready sustainable packaging. Drawing on Mintel’s report on trends in the Coffee industry, TC Transcontinental’s packaging is designed to appeal to consumers by communicating coffee as an indulgence, comfort, familiarity and convenience.

“Through our continued innovation, TC Transcontinental Packaging is leading the industry with traditional, compostable and recycle-ready structures for coffee,” said Julie Lichtman Director of Market Development. “Our packages communicate the brand attributes consumers are craving, including convenience, premium products, comfort, familiarity and a commitment to sustainability.” Regardless if it is a traditional structure or a sustainable one, we are expert at reproducing no-sacrifice graphics that stand out at retail.

Coffee Flat-Bottom pouch with soft touch matte coating



In addition, TC Transcontinental Packaging announces the corporation has won the 2022 Sustainability Award from the Coca-Cola Canada Supplier Partner Forum, which recognizes TC Transcontinental Packaging's outstanding commitment to sustainability and their significant contributions towards developing environmentally responsible flexible packaging products for Coca-Cola Canada through the introduction of Integritite™ collation shrink bundling films that contain 33% of PCR resin, thereby reducing environmental impact as compared to virgin resin films. The company also supported Coca-Cola Canada in eliminating high-cones by replacing the 222 ml, 6-pack bundling lines with Integritite™ collation bundling film containing 50% of PCR. Integritite™ collation bundling films promote a circular economy while maintaining excellent performance characteristics.



Coca-Cola Canada Products using 33% PCR in the shrink collation bundling films for outstanding print, performance and sustainability

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Chicago, Ill., Sept. 11, 2023 - Home and Personal Care - TC Transcontinental Packaging Supplies Procter & Gamble with 50% PCR packaging for Always Ultra Thin Pads

TC Transcontinental Packaging is the sole supplier of **Procter & Gamble's Always Ultra Thin Pads** with 50% post-consumer resin (PCR). Half of the package contains PCR – and it has no sacrifice performance. The packaging design and graphics communicate the important sustainable packaging virtue to the consumer and highlight it is made with 50% PCR.

This film containing 50% PCR is specialty crafted to have a lower environmental impact while providing excellent machinability. By incorporating post-consumer recycled plastic (PCR) waste into the film, TC has created a sustainable solution that delivers strength, protection, and shelf appeal without sacrifice. In addition, the packaging contains consumer-facing benefits such as easy open perforations.

“The film used in the packaging of Procter & Gamble's Always Ultra Thin Pads is significant as it incorporates post-consumer recycled plastic (PCR) waste into it, creating a sustainable solution that delivers strength, protection, and shelf appeal without sacrifice,” said Rebecca Casey, senior vice president, Sales, Strategy, and Marketing, TC Transcontinental Packaging. “Our team designed the film to provide excellent machinability similar to virgin resin and the packages also look great on the shelf, appealing to the consumer's desire for a cleaner environment.



Procter & Gamble's Always Ultra Thin Pads with 50% post-consumer resin

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Chicago, Ill., Sept. 11, 2023 Labeling - TC Transcontinental's Dedicated Label Manufacturing Facility Supports Diverse Product Offering

Its Transcontinental Exton facility, based near Philadelphia, Penn. is a dedicated label manufacturing facility that adheres to stringent quality assurance processes, and offers a wide product range for the pharmaceutical, home & personal care, food and beverage and consumer products market. TC Transcontinental Packaging will showcase its diverse product labeling offering including **Pressure Sensitive Labels (Single-ply & Multi-ply), Extended Content Booklet Labels, Braille and Tactile Labels and Folded Literature (Insert, Outsert, Topsert, IFU, DFU).**

"We provide brand protection and marketplace confidence with the ideal label that optimizes our customers' brand messaging while also communicating critical user instructions and required regulatory information," said Tom Henry General Manager Transcontinental Exton. "We provide a variety of specialty pressure sensitive labels to meet specific needs in the marketplace." "As well, we are able to provide inclusive solutions such as labels with tactile properties and Braille to support the visually impaired."



Single and Multi-Ply labels, Extended Content Booklets, Braille and Tactile Labels

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Chicago, Ill., Sept. 11, 2023 - Industrial - TC Transcontinental Packaging Is Packager of Choice for Durable Industrial Packaging

North America's top companies chose TC Transcontinental to provide reliable and durable packaging for industrial and chemical applications. Rugged products are designed to withstand the weight of industrial products and provide an innovative, sustainable solution by incorporating recycled resin PCR, or reducing environmental footprint via down-gauging or batch-inclusion packaging.

Product types are **Heavy-Duty Bags, Sheeting, and Tubing, Industrial Chub films, Dartek™ Art & Archiving Film and Dartek™ Industrial Processing Films.**

"North America's top companies have chosen TC Transcontinental Packaging as a trusted partner for providing reliable printing, labeling, and consumer convenience features to meet our customer's exacting standards in the Lawn, Home and Garden, Building and Construction and Chemical and Minerals categories," said Scott Ross, Vice President Sales & Marketing at TC Transcontinental Packaging. "We are now also able to respond to the growing consumer demand for sustainable packaging by providing solutions that include post-consumer recycled resins."



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Chicago, Ill., Sept. 11, 2023 - Bakery/Snacks and Confectionary - TC Transcontinental Packaging Keeps Products Fresh Filling Equipment Buzzing and Products fresh with Cold Seal Solutions

TC Transcontinental Packaging's high-performing **Cold Seal solutions** are designed to create a strong bond without applying heat for seal initiation to your delicate product - preserving its color and formation. Resistant to moisture, the product will remain as fresh as the day it was packaged.

"Our high-performing cold seal solutions are designed to create a strong bond without applying heat for seal initiation to delicate products like snacks, baked goods and confections," said Julie Lichtman, Director of Market Development, TC Transcontinental Packaging. "Producers like it because it enables high-speed filling and it preserves the product's color and formation, consumers like it because the products stay fresh and secure."



Granola bars with Cold Seal technology

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Chicago, Ill., Sept. 11, 2023 - Dairy - TC Transcontinental Packaging Continues Advances in Dairy Flexible Packaging Market

TC Transcontinental Packaging continues to make advances in the dairy flexible packaging market through innovation. It serves the dairy market's need for advanced die-cut and rollstock lidding films, drawing on its 50-year history of driving innovation by developing industry-leading, well-known, proprietary dairy and cheese packaging films such as Envio™ and Halo™ for the market's complex needs continues with the introduction of vieVERTe® sustainable films, an expanded product portfolio, and a future extended technology platform. The new BOPE Extrusion asset opens an opportunity to develop recycle ready films for challenging dairy applications.

TC Transcontinental Packaging offers industry-leading vertically integrated capabilities along with innovations from its ASTRA Center (Art, Science, and Technology, Research and Applications Center) which include deep expertise in compostable, recyclable, and recycled content packaging and, investments in technology for dairy customers.

"TC Transcontinental has held a reputation for leadership in the dairy market and we are dedicated to continued investment to support the evolving needs of this industry," said Michael Sachau, vice president, Cheese and Dairy, TC Transcontinental Packaging. "North America's top dairy brands have chosen TC Transcontinental Packaging as a trusted partner. We take immense pride in the vital role we play in our customer's packaging supply chain and are motivated to drive successful outcomes for them. Our investment, innovation, and sustainability efforts underscore our dedication to supporting them and this market."



Recycle Ready Overwrap

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Chicago, Ill., Sept. 11, 2023 - In-Store Marketing - TC Transcontinental Packaging's In-Store Marketing Expertise on Display

As one of North America's most comprehensive solution providers for both brands and retailers, TC Transcontinental sees firsthand how retail executions are changing. From packaging to in-store wayfinding, signage, and displays, to category redesigns, to online marketplaces and gamification, the shopper journey is continuing to evolve. Utilizing TC Transcontinental's expertise in consolidating resources and designing with all sales channels and marketing touchpoints taken into consideration upfront, the company is designing shared visual assets that can be utilized across packaging, digital platforms and in-store marketing elements. This helps in driving brand consistency across multi-channel campaigns and activations and ensuring executional excellence and compliance across National roll-outs. This format also creates shorter executional runways and provides budget flexibility and a foundation that caters to last-minute pivots due to unforeseen market shifts.

"With the physical store no longer being the only final point of purchase for all shopper journeys, we're partnering with brands and retailers, to bring both sets of insights to the table to create more effective category designs, more "surprise and delight" for customers and higher levels of engagement for shoppers," said Andy Priestman, Director of Business Development, TC Transcontinental.

Images:



Unique and innovative in-store product displays to boost your brand at retail

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