



klöckner pentaplast

press release

FOR IMMEDIATE RELEASE

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**PENTAFOOD® KPBAR™ SMARTCYCLE® AND
PENTAFOOD® KPSEAL™ SMARTCYCLE® FILMS
NOW AVAILABLE FROM KLÖCKNER PENTAPLAST**

Gordonsville, Virginia – August 11, 2009 – The Pentafood® film product line has been extended to include Pentafood® kpbar™ SmartCycle® (PET/EVOH/PE) and Pentafood® kpseal™ SmartCycle® (PET/PE) rigid PET films made from (post consumer) recycled plastic bottles. Designed to provide enhanced sealing characteristics and excellent barrier performance while helping meet packaging sustainability goals, these innovative Pentafood® films are engineered to enhance modified atmosphere packaging (MAP) and extend a product's shelf life. Pentafood® kpbar™ SmartCycle® and Pentafood® kpseal™ SmartCycle® films provide an excellent barrier for moisture, gases, and aromas while maintaining food safety and hygiene. By utilizing SmartCycle® PET base films, these laminated films have the added benefit of containing post-consumer recycled content. Klöckner Pentaplast is the exclusive global supplier of SmartCycle® packaging films.

Ideal for trays and blisters, Pentafood® kpbar™ SmartCycle® and Pentafood® kpseal™ SmartCycle® films provide outstanding sealability, even through contaminants, with a wide range of permanent or easy-peel sealant options. As with all Pentafood® films, these films offer exceptional processability on standard thermoforming and form/fill/seal equipment and are available in custom colors and with UV, anti-fog, or improved denesting surface properties. Pentafood® kpbar™ SmartCycle® and Pentafood® kpseal™ SmartCycle® are compliant with all applicable FDA standards for direct food contact.

Through its partnership with Packaging 2.0 LLC, Klöckner Pentaplast offers SmartCycle® films. SmartCycle® PET films offer a range of products with various guaranteed levels (for example, 25% or

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50%) of post-consumer recycled plastic bottle content. These films comply with all FDA regulations for direct food contact and are certified to meet domestic packaging regulations. In addition, the films exceed California and Oregon regulations for rigid plastic packaging containers.

SmartCycle® PET films provide a thermoformed plastic packaging option to consumer product companies and retailers while building long-term value by helping them move toward their sustainable packaging goals. Because the SmartCycle® logo can be included on the plastic containers using this film, consumers can make educated choices on their purchases.

The SmartCycle® process of making packaging from recycled plastic bottles saves energy, natural resources, and, ultimately, will spur collection of bottles and potentially custom packaging. This begins with distinctive SmartCycle® logo derived from the petaloid base found on most PET bottles. For the consumer, the unique identifying mark is informative, building both bottle recycling and sustainability awareness. A key goal of SmartCycle® is to help people feel good (Smart) about their packaging choice by conveying the story of sustainable packaging to the entire packaging value chain (Cycle) – consumers, retailers, OEMs, converters, and resource recovery plants.

“Pentafood® kpbar™ SmartCycle® and Pentafood® kpseal™ SmartCycle® films were developed to meet customers’ packaging and sustainability requirements for enhanced sealing characteristics and excellent barrier performance in a post-consumer recycled content film suitable for food packaging applications,” notes Justin Glass, Klöckner Pentaplast’s food packaging films business manager for the Americas. “The expansion of our food packaging film range to include these unique films, along with our existing Pentafood® mono and multi-layer films, continues to provide our customers with the broadest selection of films available in the global marketplace today.”

About the Klöckner Pentaplast Group

The Klöckner Pentaplast Group is the world’s leading producer of films for pharmaceutical, medical device, food, electronics, and general-purpose thermoform packaging, as well as printing and specialty applications. Founded in 1965 in Montabaur, Germany, Klöckner Pentaplast has grown from its initial facility to 19 current production operations in 11 countries.

The Klöckner Pentaplast Group is wholly owned by affiliates of The Blackstone Group. The company has sales of over \$1.6 billion (Euro 1.1 billion) and employs more than 3,200 people committed to serving customers worldwide. For more information, visit our web site at www.kpfilms.com.

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