



klöckner pentaplast

press release

FOR IMMEDIATE RELEASE

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SMARTCYCLE® PACKAGING FILMS NOW AVAILABLE FROM KLÖCKNER PENTAPLAST

Montabaur, Germany – August 11, 2009 – Klöckner Pentaplast announces its partnership with Packaging 2.0 LLC to introduce SmartCycle® rigid PET films to the company's already extensive line of rigid film products. Made from recycled plastic beverage bottles and designed to help meet packaging sustainability goals, these innovative SmartCycle® films are used for general-purpose, food, and all-plastic box packaging applications. Klöckner Pentaplast is the exclusive global supplier for SmartCycle® films.

SmartCycle® PET films offer a range of products with a minimum guaranteed level of 50% post-consumer recycled plastic bottle content. These films comply with all applicable EU regulations and directives for direct food contact, as well as the requirements for recycled plastic materials used in food contact packaging.

SmartCycle® PET films provide a plastic packaging option to consumer product companies and retailers while building long-term value by helping them move toward their sustainable packaging goals and meeting European Regulation (EC) No. 1935/2004. Because the SmartCycle® logo can be included on the plastic containers using this film or appear on the label, 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. A key goal of SmartCycle® is to help people feel positive (Smart) about and responsible for 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.

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Pentaform® SmartCycle® Films

For general thermoforming applications such as trays, surface-sealed blisters, clamshells, and other containers, Pentaform® SmartCycle® PET films provide excellent denesting and processing capabilities on standard thermoforming equipment. These films are available in transparent, as well as custom opaque colors. As with all Pentaform® films, this film offers brilliant optical clarity and excellent toughness for product protection and shelf appeal.

Pentafood® SmartCycle® Films

For food packaging trays and blisters, Pentafood® SmartCycle® films are available in mono and multi-layer structures to meet barrier and sealing requirements for food packaging. Pentafood® SmartCycle® PET mono film is engineered with excellent thermoforming properties and is ideal for food packaging applications that do not require enhanced barrier or sealing properties.

Pentafood® kpseal™ SmartCycle® (PET/PE) and Pentafood® kpbar™ SmartCycle® (PET/EVOH/PE) are designed to provide enhanced sealing characteristics and excellent barrier performance for form/fill/seal packaging (FFS) and modified atmosphere packaging (MAP). These films provide outstanding sealability, even through contaminants, with a wide range of permanent, peelable, or easy-peel sealant options. Pentafood® kpseal™ SmartCycle® and Pentafood® kpbar™ SmartCycle® films provide an excellent barrier for moisture, gases, and aromas while maintaining food safety, hygiene, and extending product shelf life.

As with all Pentafood® films, these Pentafood® SmartCycle® films offer exceptional processability, denesting, and aesthetics for maximum shelf appeal. They are available in various sealing and barrier options, as well as transparent and custom colors.

Pentaclear® SmartCycle® Films

For transparent boxes and windows, box lids, rounds, or non-thermoformed packages, Pentaclear® SmartCycle® PET films are available. These films provide the same aesthetics, slip, and clarity as standard box grade films while maintaining excellent surface characteristics for printing.

“SmartCycle® films were developed to meet European and customers’ packaging and sustainability requirements without sacrificing performance in a post-consumer recycled content film suitable for packaging applications,” notes Giles Peacock, Klöckner Pentaplast’s Vice President, Packaging Business Unit, for Europe. “The expansion of our packaging film range to include these unique films, along with our existing films, continues to provide our customers with the broadest selection of films available in the global marketplace today.”

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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 (€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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