

Printed Stand Up Pouches Compete With The Big Boys In Your Industry...*And Win!*



What an incredible time in our history! The economy has forced companies to re-think how they do business. It wasn't that long ago that the "big boys" with "deep" pockets and tons of salespeople and support staff could squash their competition. Not any more...technology has leveled the playing field and smaller companies who are quick and nimble can out-hustle these "giants" before they know what hit them.

Take a look at one of the fastest growing segments of the packaging industry, printed stand up pouches. Gone are the days when it took 50,000 to 100,000 per SKU just to get started. Gone are the days when the only option was to purchase stock pouches and hand-apply unattractive labels just to get your product on the shelf of a local retailer. Now, small and medium size companies are able to print as little as 5000 pieces per SKU and be picked up by regional and even national chains such as Walmart, Petsmart, Whole Foods, and Target. We are not talking about simple line art or logos on a pouch; we are referring to bold, vibrant, stunning graphics that are rotogravure printed at a fraction of the cost the "big boys" have to deal with.

Advances in the materials available, from structures with incredible clarity to metalized films and foils, products not only look better than ever, they are protected from moisture/vapor/odor and other variables so they stay fresher...longer. Industries and products associated with them such as those listed below have a tremendous opportunity to build brand awareness at a fraction of the cost. The wide "face" and "back" of a stand up pouch provides a large printable area for graphics and the company story or mission. Retailers love printed stand up pouches because the bottom gusset allows them to stand and maximize shelf space, and consumers love the convenience of the ziplock and tear notches for easy access in and out. Let's not forget how beneficial printed stand up

pouches are for our environment either. Environmental Protection Agency (EPA) studies have shown the most effective way to help our environment is through the reduction of plastic used, more than recycling and reuse combined! Taking a product from a rigid plastic pail or bottle to a flexible printed stand up pouch can have a tremendous impact on the world around us. Laminated barrier film combinations can be counted on to reduce the thickness of an existing pouch too. Keep in mind, the thicker the pouch does *not* necessarily mean better protection or barrier properties...its having the right film arrangement for that particular product, the size of the pouch, the weight, and other variables play significant roles too.

- Pet Food
- Health Food
- Protein Powder
- Cereal
- Grains
- Seeds
- Granola
- Snacks
- Peanuts
- Crackers
- Flour
- Cake Mixes
- Cosmetics
- Soft Drinks
- Alcoholic Beverages

So...we created these five steps to help our clients learn about and hopefully make the switch to printed stand up pouches. Steps one and two pertain to the preliminary or pre-order portion, step three discusses artwork, and steps four and five deal with the manufacturing and delivery to your door. It is our sincere hope that all of these steps help take your packaging and ultimately your business to the next level and beyond. You *can* compete with the “Big Boys” in your industry...and you can win! Go get ‘em!

E. David Marinac
President and CEO
ABC Packaging Direct
StandUpPouches.net

Step One: What Are You Packaging?



The first step when considering custom printed stand up pouches is to answer the question, what am I packaging? While this may seem like a silly step, it's critical that you explain what it is to your stand up pouch packaging professional. It's true, no one knows your product better than you do, but there are so many variables at this beginning stage that it is best to start from scratch and assume nothing. More importantly, each product reacts differently to the very elements that made you consider barrier packaging in the first place. These elements include but are not limited to moisture, odor, and sunlight exposure.

There are clear films, metalized films, foil materials, paper backed materials and more. For barrier packaging and ultimately stand up pouches, different film structures are laminated together to create different barrier properties. Depending on your application and other issues we'll discuss below, you'll have different film choices. Just like anything, each option will have advantages and disadvantages.

So, what are you packaging? Is it granola, loose tea or possibly coffee? Is it a retail application where you are counting on the printing to "tell your company story"? Or, is it an industrial product that you are turning to printed stand up pouches to replace a corrugated box with a plastic liner as a cost savings initiative? Taken a step further, is your product a liquid and you are trying to replace a plastic or glass bottle to save on warehousing and shipping charges?

The following suggestions should help you communicate with your packaging supplier while expediting your answers and ultimately letting you know if printed stand up pouches are right for you.

- Be prepared to explain what you want to package in a printed stand up pouch. Is it a powder, liquid, granular, etc?
- Do you want to be able to “see” your product? One of the advantages of printed stand up pouches is the ability to have a clear window if you desire. Or, does your product react negatively to light where you’ll need a very opaque film so no light hits your product?
- How much do you want to put into a stand up pouch? How heavy will that be?
- Provide in detail what you are currently using. Often this will serve as a starting point and quite possibly save time when exploring new and different options.
- What features will you want your stand up pouch to have? Would you like it to be recloseable? Will you need a tear notch? Will you want a hang hole or a pour spout?
- How many printed stand up pouches do you need and how soon do you need them?

In closing, printed stand up pouches continue to be one of the most exciting and rapidly growing segments in the packaging industry. However, there are so many variables and things to think about that many people become overwhelmed and don’t know where to start. Each of these bullet points will enable the end user to start to navigate these unique waters and most importantly communicate effectively with their packaging professional to see if in fact printed stand up pouches are right for them.

Step Two: What Material Structure Do I Need?



The first step when considering printed stand up pouches was to ask the question and clearly understand what you were packaging. Step two goes deeper to explore the type of structure you'll need based upon your criteria for the particular printed stand up pouch or stand bag. Your criteria delves deeper into the weight you plan to put into the pouch, the conditions the stand up pouch will be subjected to, what the ultimate use will be for the stand bag, and even who the end user will be. The information below will shed some light onto the advantages and disadvantages of the different barrier film structures available.

Your Criteria determines the thickness of your pouch.

Your Criteria + the thickness + the quantity needed = the price per pouch

Clear Structures and Metalized Film Structures: are usually very close in price when everything else is equal (*your criteria*). Both can be made with excellent barrier properties, excellent strength and durability too.

Aluminum Foil Structures: these tend to be more expensive, as they generally have superior barrier properties over clear and metalized film. Remember, aluminum foil is just one part, one layer of the overall structure. It all depends on *your criteria*.

Boilable Structures: these can be made from clear film, metalized film, and foil structures. As mentioned above, clear and metalized films tend to be very close in price points whereas aluminum foil tends to be more expensive. It all depends on *your criteria*.

Microwaveable Structures: are made from clear films that are laminated to provide barrier properties and the strength to withstand microwave heating elements. Anything metalized wouldn't work in a microwave. The price points for microwaveable clear films are in line with other clear films and are based on *your criteria*.

Your Criteria

- a) What you are packaging (is it a powder, a paste, a liquid, sharp, heavy, oily, greasy, etc?)
- b) Do you want to be able to see your product or have a clear window on your pouch?
- c) How much weight you are packaging into the pouch (150 grams, 1 pound, 5 pounds, etc)?
- d) What style pouch do you want (will it be a Stand Up Pouch and need to stand, or will it be a flat pouch that hangs in a display, a gusseted pouch, a tamper evident pouch that loads from the bottom, etc)?
- e) What features do you want (ziplock, tear notch, hang hole, liquid pour spout, etc)?
- f) What kind of conditions will the pouch be subjected to (will it be in a chemical factory and thrown off of a pallet, will it be used by a consumer who will open it and place it back into his/her pantry, will it be used in a dirty, greasy industrial plant, or will it be used in a clean-room electronic facility, etc)?
- g) What price point do you want/need to be at? Do you want the cheapest possible price to keep your product fresh for 30 days, or do you want something that will keep your product fresh for one year and withstand high temperatures, a drop from 15 feet, etc?

IMPORTANT: As far as cost is concerned, all of these factors (above) play a role into the film structure and ultimately the thickness of the film we propose to the client. Is clear film the cheapest? Not necessarily. The thickness of your pouch means how much material your pouch will require/use and this will play the largest part of your price followed closely by the actual materials (aluminum foil, polyester metalized film, clear film, etc) used in the different layers.

Clear Structures

Advantages:

- A. You can see thru it...and/or print it with a clear window
- B. Excellent barrier properties available
- C. Strong, puncture resistant film structures available
- D. Lots of choices based upon the use and needs of the client (*your criteria*)
- E. Cost effective (not always the cheapest...this depends on the overall thickness and the other layers chosen, but clear is always cost effective).

Disadvantages:

- A. You can see thru it. This is not a typo. Some clients choose a clear structure based upon what they are packaging, their cost structure, the style of pouch, etc (see below). If the product going into the pouch is sensitive to light, we will need to under-print the pouch with a solid color to make it opaque and prevent light from affecting the product(s) inside.

- B. If you are printing this pouch and/or printing everything but a “clear window” area, consider under-printing the rest of the pouch (except the clear window area). This may add a minimal amount to the per piece price, however, if this is **not** done, the printing would look translucent, drab, dull, and boring.

Metalized Film Structures

Metalized film is not foil (aluminum). Metalized film is made from polyester usually and is just one part, one layer of the overall structure.

Advantages:

- A. Opaque, doesn't allow light to product inside
- B. Because of this opacity, the printing naturally POPS without the need of any under-printing.
- C. Excellent barrier properties
- D. Cost effective
- E. Strong, puncture resistant structures available
- F. Lots of combinations available depending on *your criteria*.

Disadvantages:

- A. Opaque, cannot see thru to contents inside

Aluminum Foil Structures

Advantages:

- A. Opaque, doesn't allow light to product inside
- B. Because of this opacity, the printing naturally POPS without the need of any under-printing.
- C. Strong, puncture resistant structures available
- D. Lots of combinations available based upon *your criteria*.

Disadvantages

- A. Tends to be more expensive than other structures

In closing, there are many things to keep in mind when considering printed stand up pouches. Some of the information above pertains to the overall cost; some to print capability, and some to the strength and durability required. This information should be helpful as you start this journey. As always, your packaging professional will be instrumental to helping you navigate the road ahead. Counting on them will save you time, aggravation, and money.

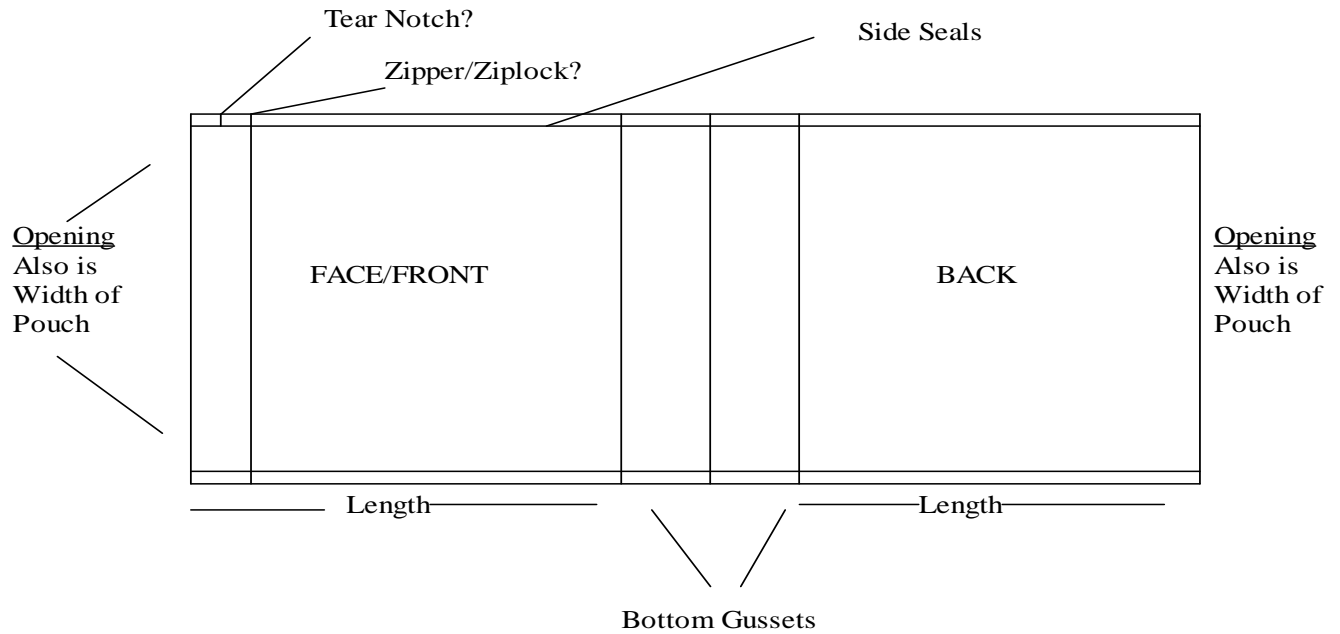
Step Three: Artwork Guidelines:



We print edge to edge, so if you have a 6 x 9.5 x 3.25 Stand Up Pouch...your workable space (or real estate) is 6 x 9.5 on the front or face of the pouch and 6 x 9.5 on the back.

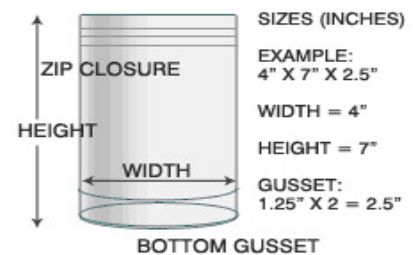
The Bottom Gusset can be printed (but registered print (like a bar code) or picture depends on each project...ask your packaging professional)...we recommend keeping the bottom gusset a solid color, or clear.

Finally...make sure you have a 2mm border on the left and right margins of your pouch (front and back) of a consistent color. We run these on high speed lines and the pouch film will want to drift ever so slightly...trying to match up a print "to the very edge" is impossible for anyone. Having the 2mm (which is very small) will give us just enough room to make sure your printing looks awesome every time (just a little trick we learned over our 25 years).



1. First Dimension: Opening or Width
2. Second Dimension: Length or Height
3. Third: Bottom Gusset...Note, the gusset is made up of one half on the bottom of the face and one half on the bottom of the back. Added together is the Total Bottom Gusset. Simply Put...the Total OPEN AREA of the bottom is the total Bottom Gusset

NOTE: Dimensions are **Outside Dimensions** 4 x 7 x 2.5 and include side seals, zippers, etc.



Info:

The following specification has been designed to assist with rotogravure printing prepress and to minimize time loss/additional costing.

1. Printing process: - rotogravure. Maximum 8 colours, including over lacquers, coatings etc.
2. Print tolerances. – 0.1mm to 0.2mm spreads and tucks.
i.e. to counteract shift due to print process or materials.
Avoid using two or more colors to form too thin or small text, dots, lines, dashes, etc
3. Leave clear track for registration mark.
4. Barcode: reduce to 85% as a minimum scale.
5. One Rule Of Thumb: Provide 2mm on the left and right borders of a consistent color...this could be a color from your artwork, clear, white, whatever. We run these

on extremely high speed lines and the printing will want to “shift” ever so slightly. Having this consistent 2mm border allows us the ability to make sure the printing looks sharp every time.

6. True color indicators/color standards, must be supplied (PMS number or color sample).
7. Artwork to be supplied as: (1)Adobe Illustrator : `_.ai/_.eps` + (2)Adobe Photoshop : `_.psd`
 - (1) Adobe Illustrator: `_.ai/_.eps` (or FREEHAND, CorelDraw, etc.)
 - a) Create sophisticated vector graphics and text in Illustrator.
 - b) Place the Photoshop images (`.psd`, `.eps`, `.tif`, `.bmp`, etc) in Illustrator (links).
 - c) Create outlines for all text objects in Illustrator.
 - (2) Adobe Photoshop : `_.psd`
 - a) Create and enhance images in Photoshop.
 - b) Create layers in any image and manage them in Photoshop.
 - c) Place the Photoshop images (`.psd`, `.eps`, `.tif`, `.bmp`, etc) in Illustrator (links).
 - d) Please attach all the `_.psd` files with all layers created in Photoshop.
Do Not Flatten Images (Keep All Original Layers) & Save as a `_.psd` file.
(Even if you have placed the images in Illustrator and save as a `_.ai` file)
 - e) The `_.psd` files with all layers are very important to rotogravure printing prepress.
 - f) The resolution of photographic image files must be no less than 350dpi.
 - g) Create the images with CMYK channels (RGB channels are not good for separation.)
 - h) Create the SPOT COLOR channels with PMS No. if you would like to use PMS colors.
8. Identify & show coverage of each color, specially the “PMS colors”, “white color” & “transparent”.
9. We can provide an FTP site to upload your artwork. NOTE: If you like, you can send a CD of your artwork for comparison. Using the FTP site is much quicker.

NOTE: We will provide an Electronic Proof back of your artwork...showing the dimensions, gussets, ziplocks, tear notches, and any other feature you requested. This Electronic Proof will also call out the particular PMS colors you requested...and/or list CMYK colors as well.

NOTE: If you want a Hard Paper Proof...where we take your artwork and print a full scale version and send that to you for approval...we can do this. It does take some time...1 week or so for the large paper and Air shipping...and it does add expense (depending on how elaborate the printing is). This is up to you.

Step Four: Do You Agree?



At this particular point in the custom printed stand up pouch process, it's all about making decisions and double checking those decisions. Part of the apprehension for most clients is the dreaded, "How will my artwork look on a printed stand up pouch?" Many clients will see artwork on a computer monitor or even printed on a piece of paper and assume, which can be dangerous, that the colors will be identical. Once the main details of a printed stand up pouch are agreed upon, such as the text, bar code, sizing, and ziplock and tear notch placement, and finally the colors to be used, an electronic proof is provided to the client. Unfortunately everyone's computer monitor is generally set differently; meaning how a certain color looks on my monitor could look radically different than what it looks like on your screen.

Further complicating things is the fact that most customers will then print out the electronic proof and review the colors off of a standard desktop color printer. If your artwork includes for example a Pantone PMS 285 Red, it could look excellent on a computer monitor, and now once it is printed on a white piece of copy paper it looks different. Making things even worse, most likely the printed stand up pouch you want isn't white at all, it is clear film that is printed several colors but has a clear window. This means that clear film will be used, and what you really need to see is how that

Pantone PMS 285 Red looks when printed on clear film. Yikes, no wonder why this can be a scary process!

Unfortunately, the custom printed stand up pouch world doesn't have published books like the paint companies do when you want to see what a Sherwin Williams certain color looks like before you buy it at Home Depot or Lowes. However, consider these steps and you can accomplish the same thing and have amazing results.

Once you've reviewed your artwork with your supplier and just as important gone over all the other details about your project such as the size, the material structure you will use, how many you'll need, the pricing, etc, place your order to get things going. The first thing your supplier should do is create your printing cylinders; these are the metal rollers that will hold the ink. Each color of your artwork needs a cylinder.

Have your stand up pouch supplier make a "knock off" or "film proof" using the exact colors you've specified on your artwork on either a clear structure (if your pouch will be printed on clear film) or on an opaque structure if your finished pouch will be opaque, like foil for instance. At this point, consider having your supplier take a photo and email that to you or you can even have the entire film proof sent to you for your review. Note, these film proofs are very flimsy and are not meant to mimic a final product, only to give you a very good look at what your colors will be like when complete. The main difference between a film proof that is emailed as a photo or physically sent for you to touch and feel is the timing. It is much faster to review an email photo than wait for the actual sample.

Keep in mind, if anything is off or doesn't look right, you can have your supplier try another color and repeat the process again. Don't forget, this is not to diminish the importance of having the correct material structure, the size, or the features such a ziplocks and hang holes in the right spot. Most clients get stuck is the printing process and we believe these little tricks can help you end up with amazing printed stand up pouches that will allow you to compete with the Big Boys in your industry. Always rely on your packaging professional for guidance and direction.

Step 5: Where Are They?



There are 5 main steps to creating amazing custom printed stand up pouches. From the beginning we discussed what the client was packaging, then looked at what they were trying to accomplish with their stand up pouches, followed by the *Artwork Guidelines* needed for custom printing and finally a series of checks and balances so the client feels comfortable saying “GO”. Now we get to the final step, where are they?

Normal lead time for custom printed stand up pouches is 4-6 weeks after artwork approval. Here is how the time breaks down. In week one, the plant will create metal printing cylinders. Each of the colors in your final artwork requires a printing cylinder. If you have red, blue, yellow, and black, that means you need a cylinder for each of these colors, or 4 in total. Keep in mind, these are one time charges, so if nothing in your artwork changes going forward, you won't have to purchase printing cylinders again. Or, if something does change after a run, if you forgot an ingredient or want to add a nutritional item and all of this information is printed in black, all you will need is an additional black printing cylinder; you will not have to replace the other cylinders. This means making changes isn't a huge undertaking.

So, once your cylinders are done after the first week, the plant should ink up the cylinders and make a basic film proof using the actual colors you've listed on your approved artwork. For example, if your artwork is of an image of a horse and barn among other things you should expect a film proof to be made that mimics your artwork and is made using the very colors that will be used in final production. Depending on your time frame, some plants will take a picture of the film proof and email it, or upon request they can send you the film itself. Keep in mind; you will not be looking at a finished printed stand up pouch, you will have a very thin piece of film, this is what is known as the “inner liner”, or the printed portion of your stand up pouch. Stand up pouches are made

from multi-layer barrier film, and each of these layers serve a purpose. Often, an outermost layer is used for puncture resistance, barrier properties, and strength, the inner or one of the middle layers will be the printed inner liner and the innermost layer will be the one that will be counted on to act as a sealing layer, so when your pouch is sealed, it is this innermost layer that actually melts and bonds and keeps the pouch closed.

All of layers of film are laminated together which traps or locks in the printed layer, which protects it from being scratched, marred, or distorted in any way. As mentioned above, each of the different layers has a role in protecting the contents inside the printed stand up pouch. There are many different variables which play a part into the type of film used for each of these layers, such as the weight of the contents, what the contents are made of, how the pouches will be filled or stored or even transported, if you want to actually be able to see your product, etc. Keep in mind, multi-layer barrier film isn't only or always 3 layers. Sometimes it is 5, 6 or even 7 layers thick depending on the application. Count on your packaging professional for guidance.

So, you've either physically received the printed film proof or seen a photo of it and approved it. During weeks 2-3, the inner liner will be printed and all of the other layers will be run as well. During weeks 3-4, everything will be laminated together and then converted into the finished pouch size, with features such as ziplocks, tear notches, and even hang holes applied.

After 4 weeks, your pouches should be done. It is here that we recommend having some sent by courier or expedited service so you can show off your amazing printed stand up pouches to employees, distributors, and customers. Just a few hundred or a few thousand will prepare you for when the entire shipment arrives. Plan on 10 days to 2 weeks after the pouches are done for final shipment to your door.

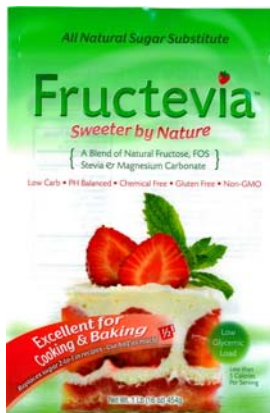
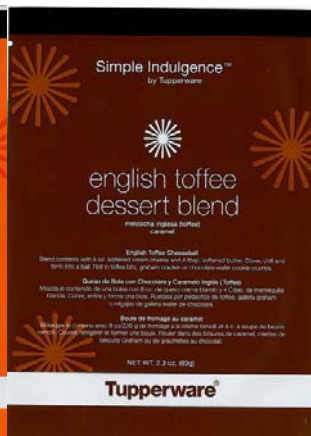
In closing, while moving into a custom printed stand up pouch can seem like a daunting task, these 5 Steps should be helpful in reducing the anxiety and giving you the tools needed to communicate effectively with your stand up pouch supplier and most importantly, compete with the "Big Boys" in your particular industry...and win!

www.StandUpPouches.net

1-866-440-2123

[Need A Sample?](#)

Let Your Imagination Go! See Below For A Showcase of Printed Stand Up Pouches



Testimonials:

- I talked with David directly and he helped us meet a submittal deadline by sending us samples and being extremely responsive and personable. We knew then that this was the type of company we needed to deal with.
- Service has been 1st Class. We are very satisfied and are anxiously awaiting our remaining pouches.
- We have been extremely pleased and we love our pouches. We've rolled them out to retailers and our consumer based shows and everyone loves them!
- We have already recommended StandUpPouches.net and ABC Packaging Direct to several of our friends in the business and will continue to do so.

Dean M. D'Angelo
Garlic Clove Foods
www.WholeGrainPilaf.com
www.GarlicCloveFoods.com
<http://twitter.com/GarlicCloveGuy>

Dear Chris,

Thank you for your thanks. We're a little new at this and really appreciated your folks leading us thru the process the first time. We learned a lot and now have a pretty good feel for how to work with your company. You were actually the second source we contacted. The first supplier really wasted a lot of our time and failed to be responsive. I was ecstatic at the way David grabbed our project and moved it along to fruition. Things always take longer than we want, but we know we're in a hurry all the time. So far, I have felt like we have a real partnership with ABC and look forward to being a much more significant customer in the future.

Gary Swaim
National Sales Mgr/Managing Director
Prairie Mills Products

Many thanks for making the 4 x 6 bag happen for us. You have gone above and beyond and I appreciate your working to make this happen.

Regards,

Tina Abentroth
Purchasing Manager
FoodScience Corp

From: Sanolio oils and nuts [info@sanolio.com]
To: Tam Olle
Cc: dmarinac@abc-packaging.com
Subject: Pouches

Hi Tam

Thank you very much, I received the pouches today. Great service.

I will keep in touch and hopefully we have some large orders coming in shortly.

Any idea how the costing for the printing on the labels is coming along with David.

I would love to have a general idea as to the cost prior to the show.
I think you mentioned that 10000 would be the most economical volume.
I have sent through the label designs. A ball park figure would be fine. thanks.

Look forward to hearing from you.

Best regards
James

From: **ernie waka** <ewaka888@yahoo.com>
Date: Thu, May 29, 2008 at 6:04 PM
Subject: Re: Salmon Paws Update Document
To: David Marinac <davidmarinac@gmail.com>

Hi David:

Bags look great!!!!!! Lets get them to Kai ASAP!!!!!!!

Thanks!

EW

From: Berkeley [mailto:bbooth@asgglass.com]
To: tolle@abc-packaging.com; 'David Marinac'
Subject: RE: update on your order

Guys,

Our bags arrived here yesterday. All intact, all printed superbly, all nicely laminated, all exactly as ordered. I teared up, put my arms around my Ops guys, gave everyone a raise, sent everyone home early with pay. It's all good.

This whole thing started with a Ginger or Mary Ann question. Well, these bags are as sexy as Ginger and as utilitarian as Mary Ann. We're hooked, we're sipping the Kool-Aid, we're takers. Thank you so much for taking care of us on this order. Flawlessly executed. Tam, you deserve a raise. Thanks. Berkeley

From: Jim Blumenfeld [mailto:JimB@rotuba.com]
To: tolle@abc-packaging.com
Cc: David Marinac
Subject: RE: Elvis has arrived

We got them! Thank you very much.

Production started at 8am, and the customer arrived at 9:30. Everything worked perfectly.

Best to you both,

Jim



September 25, 2008

David Marinac
ABC Packaging Direct
2162 Clifton Way
Avon, OH 44011

Dear David,

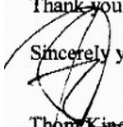
Enclosed please find the newly designed stand up zipper pouches you worked on with us. It has been a long and winding road to get our line to this point but we have made it. It is people like you that have helped us reach this destination and we appreciate it.

I would like to personally thank you for your professionalism which helped us break our brand paradigm and take Steviva Brands to the next level. You have been extremely instrumental in helping us make our product line really shine next to our competition. The bags look sensational!!!

Words can not do justice to how appreciative we are of your efforts. ABC Packaging our "go to" company and will be in the future ahead. We look forward to an on going relationship with your firm.

Thank you for all you have done.

Sincerely yours,


Thom King
President
Steviva Brands, Inc.



Thank you for all your help. Your service was impeccable. I was able to meet my deadline, a quite tight one if I might add, with your assistance.

I had an emergency project come up that added another task to my long, growing list. I was preparing for our first trade show, and needed a specific item for my customer samples. I was not looking forward to calling supplier after supplier, hoping to stumble across the exact product I was looking for a few days before the show.

Fortunately, I ended up locating ABC Packaging. From the moment I spoke with them, I knew I was in the right hands. Before I even asked for samples and pricing, they were already on their way to me. That's what I call service: always one step ahead.

Thanks to ABC Packaging, I was able to present my customers with professional looking samples of our products. Needless to say, the president of our company was extremely pleased with the upscale look of the samples, and the fact that I pulled it off in such a short period of time.

Thanks again for providing wonderful service along side such an extensive product line.

Sincerely,

Sonali Jhurani
Marketing Manager

-----Original Message-----

From: Carla Armstrong [<mailto:carla.armstrong@tbaytel.net>]

To: dmarinac@abc-packaging.com

Subject: Re: Stand Up Pouches

David:

Thank you for your outstanding customer service. I completed the sample request form, and look forward to the opportunity to do business with you.

Carla

From: SGriffith@KRAFTMAID.COM [mailto:SGriffith@KRAFTMAID.COM]
To: tolle@abc-packaging.com
Cc: David Marinac
Subject: Re: fill in pads options

Tammie/David,

I just spoke with the door cell area and they are going to give me an answer Tuesday being that there would be so much material wasted. As soon as I hear from them I will shoot you an email.

Kane would love that:

210 Willard Avenue
Warren, OH 44483

Thanks for all your help! You guys always get me out of a pickle!!!

Thanks,

Stacy Griffith
Purchasing Supplier/Scheduler

From: Natalie.Cui@LSGSkyChefs.com [mailto:Natalie.Cui@LSGSkyChefs.com]
To: tolle@abc-packaging.com
Subject: RE: aloha

Big Mahalo Tammi,

Thanks for the info. I can always count on you for such great service. As for my weekend- I probably will go and see the Air Force Thunder Bird Show. They're here in Hawaii for the weekend and will be doing their air show over Waikiki Beach.

Have a great & safe weekend!!!

Nat