

**For Immediate Release**

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Fresh-Lock® by Presto Celebrates Three Decades of Industry Innovation at PACK EXPO 2018*Company honors 30 years of closures while showcasing packaging and machinery advances*

Appleton, Wis. – [Fresh-Lock by Presto](#), a leader in reclosable packaging technology, celebrates its 30th anniversary at [PACK EXPO 2018](#) (Booth S-2130), Oct. 14-17 in Chicago with a special booth design, new equipment and the latest in packaging and closures.

“We are proud to reflect on the past 30 years throughout PACK EXPO 2018, as we celebrate all that Fresh-Lock has accomplished,” Brad Hansen, president at Reynolds Presto Products Specialty Division, said. “At the same time, we are excited to look to the future and showcase the latest innovations in packaging and manufacturing equipment.”

Further demonstrating its dedication to the future of flexible packaging, the Fresh-Lock PACK EXPO booth (S-2130) will feature a unique design showcasing the personas that are currently driving consumer trends and the industries impacted by the latest innovations in closures. Show attendees will be able to experience Fresh-Lock’s newest products and developments as interactive displays come to life and offer key industry insights.

“This year’s display will not only showcase Fresh-Lock’s latest products; it will allow visitors to take a deep dive into consumer trends currently driving the market and the equipment making this packaging possible,” Hansen said.

A focal point of the booth, a full pouch production line will highlight Fresh-Lock’s Hurricane, which utilizes rotary over the top insertion (ROTI) for sliders. This equipment offers packagers an enhanced slider insertion method, which opens the door for operational efficiencies. The machine features a reduced footprint, as well as ROTI production benefits including increased speed and flexibility, reduced complexity and improved registration. Hurricane is currently available and compatible with several Fresh-Lock sliders including one of the company’s newest products, mini Slider.

A reduced-scale closure, mini Slider is designed for use on lightweight products and smaller pouches such as those used in the specialty beverage, snack food, pet care and dairy industries. As a low-cost alternative to traditional sliders, mini Slider offers consumers a premium experience with ease of operation and extended product freshness.

The Fresh-Lock team will also present on the Innovation Stage during the 2018 show. On Tuesday, Oct. 16, experts from the company will discuss how consumer trends are driving the transition from rigid to flexible packaging, as well as the benefits of resealability and the capital investment required as brands make the switch.

For additional information about these products and more, visit [Fresh-Lock](#) at PACK EXPO 2018 (Booth S-2130, Oct. 14-17; McCormick Place, Chicago, IL) or contact prestofreshlock@reynoldsbrands.com.

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About Presto Products Company

[Presto® Products Company](#) is a market leader in the private label and flexible packaging industries. In 1979, Presto became the first private label company to introduce reclosable sandwich and food storage bags, later launching the Fresh-Lock® zipper product line. In 2010, Presto® Products' parent company, Reynolds® Group Holdings Limited, acquired Pactiv Corporation and the Slide-Rite® brand of tracks & sliders. Presto® Products Company is a division of Reynolds® Consumer Products, the owner of two of the most trusted household brands today, Reynolds® and Hefty®.

Photos are available for media use [here](#).

miniSlider.jpg caption: Fresh-Lock's mini Slider offers a premium experience on smaller pouches.

Hurricane.jpg caption: Hurricane provides enhanced slider insertion with benefits including speed and flexibility, reduced complexity and improved registration.

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