



worldwide innovator in flexible liquid packaging

## FOR IMMEDIATE RELEASE

### ***The Smart Pail™ and Cheer Pack® pouches selected to exhibit at Heinz***

Plymouth, MA, September 7, 2012- CDF Corporation, a leading manufacturer of [liners](#) for [drums](#), [pails](#), [intermediate bulk containers](#) and [flexible packaging](#), will display flexible packaging solutions at the Heinz Technology Show.

CDF Corporation will be co-exhibiting with Cheer Pack North America Corporation at the Heinz Technology Show/TOPS Exhibitions held at H.J. Heinz on September 12, 2012, in Warrendale, PA. CDF Corporation is one of twenty-two packaging suppliers selected by Heinz to exhibit. The packaging focus of the show is sustainability, new trends and cost-cutting solutions. Heinz is looking to develop next generation products referred to as "disruptive innovation"; products that can be placed in parameters of grocery stores, or alternative channels that can provide convenience, on-the-go, easy to eat food.

Representing CDF will be Joe Wanner, Product Manager of the Drum and Pail Division. Joe is responsible for the development and growth of several product lines including the Smart Pail brand on a global basis. Joe's current focus is to bring the Smart Pail product line out of product development to the commercial stage and penetrate key market segments in the food, chemical, pharmaceutical and cosmetic industries. Joe has over 20 years of sales management and brand development experience in bulk liquid packaging, global logistics and flexible films. Combining a deep understanding of packaging, transportation, direct customer relationships and global logistics allows Joe to offer a consultative approach in all facets of the supply chain during the critical change and implementation phase of a new packaging and transportation program.

Cheer Pack North America will be represented by Blair Vance, Director of Sales and Marketing. Blair has over 20 years of local and international experience in the food and beverage industries, as well as a wealth of knowledge and expertise in package, product and category development and process and strategic management. Blair's responsibility is to lead the sales and marketing teams. [Cheer Pack North America](#) is an international partnership between CDF Corporation, Gualapack and Hosokawa Yoko.

CDF offers a wide range of flexible products that satisfy customer's environmental needs. The [Smart Pail](#) is a plastic pail replacement system. Its modern design consists of a cube-shaped, semi-rigid, flexible vacuum-formed plastic liner with the option of a hermetically sealed lid and/or snap-on plastic cover, corrugated box and corrugated lid. The end user removes corrugated lid, peels back sealed plastic lid, then pumps or scoops the product. The Smart Pail is available in 5 gallon sizes and is ideal for the chemical, construction, cosmetic, and food markets.

The [Cheer Pack](#) is a flexible spouted single-serve retail [pouch](#) featuring a convenient, easy-flow straw and a reclosable, large tamper-evident, screw-on cap. This unique pouch format is ideal for packaging squeezable liquids, gels, pastes and purees. Cheer Pack is available in a variety of sizes, styles and film choices. Cheer Pack North America supplies a complete packaging solution, including package design and conversion, filling equipment options and technical support.

#### **About CDF Corporation**

[CDF](#) Corporation is a privately held flexible packaging company that leads the U.S. market in liners for industrial containers and custom packaging solutions. Since its inception in 1971, the company has maintained an entrepreneurial approach to industrial packaging, manufacturing and promotion. CDF manufactures products ranging in sizes from 2 gallons to 330 gallons in its Plymouth, Massachusetts ISO certified facility. [www.cdf1.com](http://www.cdf1.com)

#### **About Cheer Pack North America**

Cheer Pack North America ([CPNA](#)) is an international partnership established in 2008 to develop and support spouted pouch technology in North America. The partnership consists of Hosokawa Yoko of Japan, Gualapack of Italy and [CDF](#) Corporation of the United States of America. Each of the three partners provides a great deal of experience and knowledge to sustain the efforts of Cheer Pack North America in the United States. [www.cheerpack.com](http://www.cheerpack.com)

#### **About Heinz**

H.J. Heinz Company, offering "Good Food Every Day"™ is one of the world's leading marketers and producers of healthy, convenient and affordable foods specializing in ketchup, sauces, meals, soups, snacks and infant nutrition. Heinz provides superior quality, taste and nutrition for all eating occasions whether in the home, restaurants, the office or "on-the-go." Heinz is a global family of leading branded products, including Heinz® Ketchup, sauces, soups, beans, pasta and infant foods



*w o r l d w i d e   i n n o v a t o r   i n   f l e x i b l e   l i q u i d   p a c k a g i n g*

(representing over one third of Heinz's total sales), Ore-Ida® potato products, Weight Watchers® Smart Ones® entrees, T.G.I. Friday's® snacks, and Plasmon infant nutrition. Heinz is famous for its iconic brands on six continents, showcased by Heinz® Ketchup, The World's Favorite Ketchup®.

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