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FOR IMMEDIATE RELEASE

Cheer Pack® Pouches on Exhibit at PLMA's Private Label Tradeshow

Plymouth, MA, October 3, 2011 - [Cheer Pack North America](http://www.cheerpack.com), a focused solution provider for brand owners looking at production capabilities for their spouted [flexible packaging](#) requirements, will display flexible spouted [pouches](#) at PLMA's 2011 Private Label Tradeshow.

PLMA's Private Label Tradeshow will be held November 13-15 at the Rosemont Convention Center in Chicago, IL. Supermarkets, super centers, drug chains, mass merchandisers, discounters, convenience stores, importers, exporters, wholesalers and the military exchanges come to the PLMA show to find new products, suppliers and packaging solutions. Product categories range from fresh, frozen and refrigerated foods, beverages, snacks and shelf-stable groceries to household and kitchen, paper and plastics, health and beauty aids and general merchandise.

Steve Gosling will be representing Cheer Pack North America at PLMA. With more than 30 years of management experience, Gosling's expertise has covered a wide array of applications throughout the packaging industry. His contributions have been largely focused in the areas of product management, engineering and new product development. In his current role as President of [Cheer Pack North America](http://www.cheerpack.com), Steve is responsible for the successful integration of Cheer Pack into the North American market, including the support of co-packing facilities and filling equipment.

The [Cheer Pack®](#) is a [flexible spouted pouch](#) featuring a convenient, easy-flow straw and a reclosable, large tamper-evident, screw-on cap. This unique pouch format is ideal for packaging [squeezeable baby food](#) and [children's snacks](#). 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 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

About PLMA

The Private Label Manufacturers Association is comprised of more than 3,000 member companies worldwide. PLMA is the only industry organization devoted entirely to promoting the interests of store brands. PLMA gives members the contacts and services they need to compete effectively in today's marketplace. www.plma.com

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