



worldwide innovator in flexible liquid packaging

**FOR IMMEDIATE RELEASE**

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

Plymouth, MA, October 25, 2010 - Cheer Pack North America, an all-in-one solution for brand owners looking at production capabilities for their [flexible packaging](#) requirements, will display flexible spouted [pouches](#) and have live Gualapack pilot filler demonstrations at PLMA's 2010 Private Label Tradeshow.

PLMA's Private Label Tradeshow will be held November 14-16 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.

Representing Cheer Pack North America at PLMA will be Steve Gosling. With over 30 years of management experience, Gosling has covered a wide array of applications throughout the packaging industry. In his current role as President of [Cheer Pack North America](#), Steve is responsible for the launch, development and growth of Cheer Pack in the North America market. The Cheer Pack is currently being sold throughout Asia and Europe in annual quantities of up to 1.5 billion and has recently made its North American debut.

The Cheer Pack is a flexible spouted single-serve retail pouch serving the food and beverage and cosmetic industries. The Cheer Pack pouch features an easy-flow straw with a reclosable, tamper-evident, screw-on top. The pouch is made from a multi-layer laminate material, with 3-4 layers in a standard configuration. An outer layer of glossy polyester is used to protect our high quality Rotogravure printing. The next layer is selected based on the barrier properties required. An additional layer of nylon is added to increase the strength properties of larger package formats. The internal or final layer is a polyethylene or polypropylene sealing layer.

**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.

The Cheer Pack side gusseted spouted pouch was developed 20 years ago by Hosokawa Yoko and has been licensed by Gualapack for more than 18 years. In addition, Gualapack is the premier producer of high-output pouch filling equipment. Cheer Pack North America is located at CDF's manufacturing facilities in Plymouth, MA with more than 150 employees and a diverse technical staff. [www.cheerpack.com](http://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](http://www.plma.com)

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