



For Immediate Release

Pictures Available Upon Request

A Market First — CKF Inc. and Associated Labels and Packaging Ltd. Unveil Peel and Reseal Lidding Film for Earthcycle™ Products at the 2017 PMA Fresh Summit.

CKF's Earthcycle™ brand of certified compostable and recyclable moulded fibre punnets for fresh produce are now available with tamper evident peel and reseal top lidding film.

HANSPORT, NS (October 10th, 2017) – While peel and reseal top lidding film is a well established product in the fresh produce market, due to technical challenges, it has been limited in use to only plastic punnets. Through dedicated development by Associated Labels and Packaging Ltd. with CKF's Earthcycle™ product line, the companies are pleased to launch a new lidding film that strongly adheres to an Earthcycle™ moulded pulp container but can be easily opened and then resealed with a light touch, multiple times. This is a first-in-market product for a peel and reseal lidding film for non-laminated moulded pulp packaging.

A peel and reseal film solution expands the use of the Earthcycle™ punnets to larger club packs while making it even more consumer friendly. “A peel and reseal lidding solution has been on our target development list since we first presented a top sealed Earthcycle punnet in 2013” says Brad Dennis, Vice President of Sales and Marketing for CKF Inc. “We know that with more consumer demand moving towards snacking that a resealable lid is necessary.” Resealable lidding film also offers the consumer convenient storage while the packer and retailer can easily stack the packages in transit and at retail. Merchandising of the final produce is not compromised as the large top seal window provides maximum visibility with an environmentally responsible package.

“Environmental stewardship is a founding principle of our company” says Shaun Ashworth, President of Associated Labels and Packaging Ltd. “It is the reason that we gravitated to the Earthcycle product—with its solid environmental credentials. We wanted to find a way to extend the environmental benefits of the Earthcycle packaging to a wider market and to speak to growing retailer demands by offering a peel and reseal feature for our top lidding film.” An Earthcycle™ punnet with a peel and reseal lidding film uses

90% less plastic than a comparable plastic clamshell which means a reduction in waste to landfill and an increased use of renewable resources.

Samples will be on display at PMA Fresh Summit in CKF Booth 5747 and will be featured in the “Fresh Ideas Showcase.” Representatives of both companies will be on hand to answer further questions on the new product.

A short video is available on Youtube which demonstrates the peel and reseal features. Please visit <https://youtu.be/vNT0yjVY-rM>.

About CKF Inc.

CKF Inc. is a diversified Canadian-owned manufacturer that proudly offers a wide range of moulded pulp, foam and rPET products to meet the specific demands of retail consumers, food service operators and the packaging industry. CKF is part of the Scotia Investments Group of Companies.

R.A. Jodrey established Canadian Keyes Fibre Company Limited in the summer of 1933, during the worst of the Great Depression years. The Company began with a single plant in Hantsport, NS - manufacturing pie plates and cake circles for bakeries. CKF has experienced uninterrupted growth since its establishment and now operates 5 plants across the country—Hantsport, Rexdale, two in Langley and Delta—employing over 650 people. Nationally recognized brand Royal Chinet® is one of CKF’s best known products and stands as a symbol for many Canadians of family, friends and joyous occasions.

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About Associated Labels and Packaging Ltd.

Since 1981 Associated LP has always looked for ways to stay on top as industry leaders. Another market first for the company took four years of R&D to create North America’s first Non-GMO, home compostable, stand-up pouch. The two year peel and reseal lidding film challenge is yet another example of our willingness to invest and bring positive change for the industry and the environment.

Associated LP is a premium label printing and flexible packaging company locally-owned in Vancouver, Canada. The foundation of the company is based on the PEQ Triangle of “People, Ethics, and Quality” which work together in every aspect of our business. Industries served include food and beverage, pharmaceuticals, nutraceuticals, personal care and household cleaning supplies.

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