



***Innovative Solutions for the
Flexible Packaging Industry!***

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FOR: **2N2, INC.**

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2N2, INC. LAUNCHES NEW MOLDED HANDLE AS REINFORCEMENT FOR STAND-UP POUCHES AND BAGS

Redondo Beach, CA. – April 8th, 2003 – 2N2, Inc., a newcomer to the Flexible Packaging Industry, has designed and developed a Patent Pending injection molded handle to be used as a reinforcement for standard die cut handles on medium to large (10 lbs and up) stand-up pouches or bags. The molded plastic “handle” is completely enclosed and sealed between the two sides of the bag providing an aesthetic, reinforced, cost effective solution to handling and durability issues that have previously plagued manufacturers.

Large standard die cut handle bags are awkward to pickup in the store, are very uncomfortable in the consumer’s hand, and often tear and rip. To combat this problem, manufacturers have increased material structure and thickness of the entire pouch or added a flexible patch of film to reinforce the handle area. Both solutions add cost and have not been completely effective.

2N2’s solution to die cut handle breakage is the use of a rigid handle reinforcement that is heat sealed or sonic welded between the two sides of the bag. “The seal of the film to the rigid handle provides added strength by distributing the force over the handle surface area,” says Ken Siegel, President and CEO of 2N2, Inc.

“I searched for nearly a year for a cost effective means to strengthen the handle in our 14 lb pack. 2N2’s handle insert not only allowed me to down-gauge film material making it easy to cost justify a package improvement and essentially eliminate handle breakage issues, but also provides the consumer with improved handle comfort,” says Mark Teixeira, Vice President of Operations for MFM Industries, Reddick, Florida, manufacturer of Cedar Fresh Cat Litter brand.

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The 2N2 handle made of polyethylene can be used on a variety of bag types (side weld, bottom seal, gusset, square bottom, recloseable) having an inner layer of polyethylene for optimal sealing. The bag or pouch can have a multi-laminate (barrier) or single ply structure. Handle location is determined by the application, style of bag, and bag making equipment. The Cedar Fresh Cat Litter bag, by MFM Industries, Inc. is a multi laminate side weld stand-up pouch having a bottom gusset, the new 2N2 handle located at a 45 degree angle in the corner, and a full length recloseable feature across the top.

To determine the added strength and benefit of the 2N2 handle, a side by side "jog" test was performed. The jog test is an automatic up and down movement using a pneumatic cylinder, and a counter. The test is stopped when the handle breaks. Both the up and down speeds can be controlled to simulate a person picking up a bag in the store and placing it back down. The control group (qty. 20) consisted of a 9 mil thick laminate structure having a standard die cut handle. The test group (qty. 20) consisted of a 5 mil thick laminate structure incorporating the new 2N2 handle. Bag overall size and weight (14 lbs) was kept the same. The control group only lasted an average of 8 jogs before the handle broke versus 100 plus jogs for the 2N2 handle group. The 2N2 handle did not break in any of the samples tested, with testing stopped at 100 jogs. One 2N2 handle sample was tested up to 1,000 jogs and did not break.

2N2 has partnered with long time machine designer Marble Manor of Corbett, Oregon to design and build handle insertion equipment. Marble Manor's breadth of experience lies in developing insertion equipment for the gas valve industry, mainly coffee valves.

"Marble Manor intimately knows pouch and bag making equipment which makes them a great partner for this new venture. 2N2 and Marble are currently working on a full line of insertion equipment," said Siegel.

2N2 is initially targeting the Pet Care, Lawn & Garden, Seed, Chemical, and Industrial markets for use of the new technology and is currently working on custom handle designs for specific applications.

2N2, Inc. is a product design and development company of innovative flexible packaging solutions operating out of Redondo Beach, CA.

For additional information on the handle and complete line of insertion equipment, visit our website at www.2n2pd.com or email us at info@2n2pd.com.