



October 2008

For Immediate Release

Release #08-109

Please contact Cathy Kurzbacher at 203.926.3721 with any questions regarding this release.

World's Leading Manufacturer of Water-Activated Tape Dispensers Reinforces Leadership Role at Pack Expo International Packaging Trade Show November 9 Through 13

Shelton, CT, October 2008 Better Packages—the world's leading manufacturer of water-activated tape dispensers and carton sealers—will display its full line of products in Chicago at Pack Expo International, November 9 through 13. For 90 years, Better Packages has been setting industry standards with its durable, dependable Better Pack® brand of water-activated tape (WAT) dispensers, semi-automatic BP SealMaster® brand case sealers and BetterSeal Secure® Tape. Show attendees are invited to stop by Better Packages' booth S-847 to view product demonstrations, get free environmentally friendly tape samples and see the company's array of recently introduced and existing products, including the following:

Introduced earlier in 2008, the **Better Pack® 500 Ink Jet System** is a rugged, reliable electric dispenser with an integrated ink jet printing system designed to deliver 300 dpi, on demand printing of changeable alpha-numeric messages and logos directly on the tape as it is dispensed. Producers and distributors of any product that requires time, date or code stamping, messaging or branding can greatly improve productivity while eliminating the cost of purchasing pre-printed tape.

The new **Better Pack® Ink Jet Printer** can be easily mounted on the conveyor system of most case sealers and enables printing of high resolution time and date stamps, logos and other changeable messages directly on corrugated cartons. This on-demand printing allows for changeable messages as needed, and saves the cost of purchasing pre-printed labels.

The **Better Pack® 333 Plus Manual Dispenser** is the world's number-one selling manual water-activated tape dispenser. This easy-to-operate dispenser is perfect for light to medium volume packing and is mechanically superior to all other machines in its class. Better Packages' manual dispensers average over 20 years of useful life.

The **Better Pack® 555e Series Electric Dispenser** offers the most options and the highest level of automation available from any WAT dispenser manufacturer. The Better Pack 555 is the only electronic water-activated tape dispenser in the industry to pass current UL requirements for electronic and operational safety. It is UL approved and listed and is engineered and built to meet or exceed FCC, CE, CSA, CUL regulatory requirements. Visit the booth at Pack Expo and ask to see how the Better Pack 555 with the AMD (Automatic Measuring Device) accessory can save

255 Canal Street • Shelton, CT 06484

Phone: 800 237-9151 • Fax: 203 925-3705

Email: info@betterpack.com

Web Site: www.betterpackages.com



BETTER PACKAGES,[®] Inc.

time and money in busy packaging areas by eliminating material waste and significantly improving productivity. The standard age of Better Packages' electric dispenser models in use today is over 16 years.

Environmentally friendly **BetterSeal Secure Tape[®]** is designed to maximize the performance of Better Pack dispensers by providing a complete, secure and sustainable sealing system bearing the trusted Better Packages name. This water-activated tape is available in a wide variety of styles. Free samples and demonstrations are available during exhibition hours.

Semi-automatic BP SealMaster[®] Case Sealers are inline water-activated tape case sealers that provide security, sustainability and automation in one package. The case sealers come in a variety of configurations to seal both top and bottom of the random- and fixed-sized corrugated cartons. The SealMaster Case Sealer will be fully operational at Pack Expo and ongoing demonstrations will be given.

For visitors with low-volume packaging needs, the **Packer 3S Pull-and-Tear Dispenser** will be on hand. The unit offers simple loading and operation and is a portable, compact option that requires no electricity and minimal maintenance.

About Better Packages

Better Packages was founded in 1917 and has been headquartered in Shelton, Connecticut, since 1924. Better Packages is the world's leading manufacturer of water-activated tape dispensers used for carton sealing. Its products, including tape dispensers, case sealers, water-activated tape and many accessories, are sold and serviced in the United States, Canada and Mexico and in 20 countries worldwide. The company's systems are used whenever security, strength, efficiency, productivity and a professional image are an absolute must. For more information, please visit www.BetterPackages.com.

Better Packages, the Better Packages logo, Better Pack, BP SealMaster and BP E-Z Pull Tab Tape are registered trademarks of Better Packages, Inc.

###

© 2008 Better Packages, Inc. All rights reserved.