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New Portable Package Shakes Up Powdered Beverages Category

Perimeter's new packaging solution for powder drink mix, BlenderPak, increases usage occasions, on-the-go consumption and stands-out on shelf

NORTHBOROUGH, MA, May 28, 2014 - Perimeter Brand Packaging has announced the launch of BlenderPak, an on-the-go solution for consumers who use powder drink mix products. Based on extensive consumer research, BlenderPak is designed to increase new usage occasions and invite more users to the powder category. BlenderPak is a patent pending single-serve, just-add-water package with a rigid fitment inside that acts both as a gripping structure and mixing ball.

"Consumers are increasingly looking for on-the-go products. The only portable solution for many powdered products are small on-the-go powder sticks the consumer needs to add to a water bottle. But, adding powder to water is not the best mixing method. It's better to start with the powder and then add water for a well-mixed beverage. This led us to design this new breakthrough product," said Steve Callahan, President of Perimeter Brand Packaging.

"BlenderPak provides powder users a way to drink a fresh, cold drink whenever and wherever they want. While ready-to-drink shakes are convenient, keeping them cold all day, while on the go, is a challenge."

BlenderPak is an ideal solution for many powdered products that need to be mixed with water, such as protein, meal replacement, nutraceuticals, sugared beverages, and other powdered mix products. The unique MixingMesh™ technology helps break up the clumps of powder and deliver a smooth shake. The pouch is pre-filled with one serving of powder, so the consumer only needs to fill it with water, shake and drink.

"Anyone who drinks powdered mixes will tell you that a clumpy beverage is a terrible experience," said Callahan. "The MixingMesh™ technology makes sure consumers have a smooth beverage every time."

In the development and consumer insights process, Perimeter worked with active protein powder consumers in both the concept and final design verification phases. The reaction from consumers was clear - consumers want to make healthy choices and they say



the convenience of BlenderPak will help them do that. There's good news for brands too. Consumers said because BlenderPak is convenient, they would drink these powdered mixes more often and in more places.

"There have been times when I've forgotten my blender bottle and craved the protein, but I just skipped it" said one consumer. "If I had something like this, I'd probably drink protein seven times a week [versus just a few]."

In conjunction with ORC International, a global market research firm, Perimeter's Consumer Insights team conducted a study among 1000 consumers, in addition to one-on-one sessions with fifty heavy protein powder users who tried the product.

The study revealed that 66% of powder users drink the product away from home at least four times a week. Consumers revealed five ideal elements they want for taking powder away from home:

1. Eliminate the measuring scoop
2. No mess or clean-up
3. Mix it well (minimize the clumps of powder)
4. Make the shake cold, regardless of time and place
5. Make it a portable solution



"Convenience is king for consumers," said Callahan. "BlenderPak is an easy way for powder brands to reach consumers and make it easier to consume their products away from home."

BlenderPak is a market-ready packaging solution. Perimeter will be engaging with leading brands to commercialize this new-to-world solution. Perimeter Brand Packaging will be demonstrating BlenderPak at the Ingredients Marketplace show in New York City and Global Pouch Forum in Fort Lauderdale, where Callahan will be speaking. To arrange a meeting or learn more visit www.perimeterbp.com.

About Perimeter Brand Packaging

Perimeter Brand Packaging manufactures packaging for leading consumer brands. They connect with consumers to develop and produce market-ready packaging solutions that offer a better way, stand out on shelf and deliver business results for their customers. Learn more at perimeterbp.com.

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