

What's New?

SPRING 2007



Schuster Flexible Packaging is now Signature Flexible Packaging

Signature Flexible Packaging is the new name for Schuster Flexible Packaging. Schuster's new ownership has committed to a greater focus on product quality and customer satisfaction. This makes Signature Flexible Packaging essentially a new and improved company.

Schuster Flexible Packaging was originally founded in 1954. Three generations of the Schuster family members successfully led the company through the decades. Vitex Packaging purchased Schuster Flexible Packaging in 1999, and sold it to CEO Adrian Backer in 2005. Backer joined Schuster Flexible Packaging as CFO in 1995, and became GM in 1999.

In 2005, Schuster Flexible Packaging merged with Accurate Packaging owned by Howard Applebaum. With the successful integration of the two companies, we felt it timely and appropriate to move forward as Signature Flexible Packaging. Your Signature team will continue to be the same individuals from Schuster and Accurate you have been dealing with over the years. Our goal is to improve your "customer experience". Signature Flexible Packaging is eager to prove our value to you, and we hope to be your supplier for decades.



Signature Flexible Packaging's Company Vision — "Enhance the Customer Experience"

Signature Flexible Packaging's goal is to "enhance the customer experience". Although our customer surveys have shown that we are consistently above average in all critical areas - value, quality and timeliness - the marketplace remains ever-competitive, and we must continuously improve to achieve our goals and satisfy our customers.

Adrian Backer, CEO of Signature Flexible Packaging said, "one way we seek to improve the customer experience is to make doing business with us easier". One way that Backer plans to achieve this is via web-based solutions. Customer order status, inventories, artwork, technical data sheets, and other information custom-designed to customer specifications will soon be accessed through the Signature web and FTP sites. Signature Customer Service Manager Dan Garvey adds, "our goal is to deliver on every ship date we acknowledge. We may not always promise a 2-week delivery, but our goal is - the date we acknowledge is the date you can set your watch to". "New and advanced packaging solutions is another way to enhance your Signature Flexible Packaging

experience”, said VP of Sales Jeff Sewell. “The technology available in advanced polyethylene, for instance, can make your package remarkably stiffer, stronger and run faster on your packaging machinery”.



A key first step in achieving Signature’s goal of enhancing the customer experience “was the purchase of Accurate Packaging”, said Backer. “The Accurate purchase

gave us a valuable expansion of our higher-end printing capabilities. The Accurate Packaging plant also gave us a local manufacturing site for printing with solvent inks, allowing us to shut down our Arizona-based solvent printing facility”.

Backer also adds, “we are currently actively seeking input from customers to help better identify how to improve their Signature Flexible Packaging experience”.

Wal-Mart Emphasizes “Green Packaging”

Wal-Mart recently announced the rollout of a “green” rating system for the packaging used by all of its product suppliers, one that will eventually determine who can sell to the world’s largest retailer.

About 2,000 private label suppliers to Wal-Mart began inputting data concerning the packaging they use for their products into the ground breaking system. The creation of the packaging rating system is a significant part of the bid by Wal-Mart to become more environmentally-friendly and meet the demands of its customers.

How does this affect Signature Flexible Packaging customers? Most significantly, packaging films with PVDC and PVOH barrier coatings are to be reduced and possibly eliminated at Wal-Mart. This presents a challenge, but options do exist. Aluminum-oxide coated (AIOx) polyester provides a superior clear-film barrier and is considered “green” by Wal-Mart. Signature Flexible Packaging is working closely with leading suppliers of AIOx polyester to assure a cost-effective and steady supply.

EVOH resin coextruded into polyethylene sealant films is another excellent way to achieve a “green” oxygen barrier. The challenge with EVOH is that film extruder/ manufacturers require minimum order quantities that can equal millions of packages. Many of Signature’s clients require far smaller quantities. We will be taking steps to stock common sizes and gauges to accommodate our customer’s requirements.

Source-reduction will be the other key aspect of creating “environmentally-friendly” packaging. Source-reduction means thinner film, which results in less non-renewable resources being used and a lower volume of trash. Technology exists to allow thinner packaging to adequately function in terms of strength and packaging-machine efficiencies. Metallocene resins or Machine-Direction-Oriented (MDO) films help achieve thinner functional polyethylene films.

It is anticipated that other “big box” retailers such as Costco and Target will implement similar “Green Initiatives” in the near future. Other environmentally conscious food retailers such as Whole Foods and Trader Joes can also be expected to seek green packaging solutions.

Other “green packaging” films from renewable sources (wood, corn, hemp) are not yet widely commercially viable. When the technology evolves allowing renewable sourced-films to become an option, Signature Flexible Packaging will alert our customers via our web site, this newsletter and our sales reps.

