

FOR IMMEDIATE RELEASE

New Portable Package Shakes Up Protein Powder Category

Perimeter's new packaging solution for protein powder, 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 protein powder consumers. Based on extensive consumer research with active protein powder users, BlenderPak is designed to increase new usage occasions and invite more users to the protein 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.

"Brands are heavily marketing the benefits of protein to mainstream consumers. Consumers are increasingly looking for on-the-go packaging. Recognizing these two trends, and a lack of portable solutions for protein powder, led us to design this new breakthrough product. Using protein powder away from home requires a blender bottle and the extra step of measuring and scooping" said Steve Callahan, President of Perimeter Brand Packaging. "BlenderPak provides protein powder users a way to drink a fresh, cold protein shake whenever and wherever they want. While ready-to-drink shakes are convenient, keeping them cold all day, while on the go, is a challenge. Also, they don't offer the purity of protein powder that the educated consumer is seeking when making healthy choices."

The unique MixingMesh™ technology helps break up the clumps of powder and deliver a smooth protein shake. The pouch is pre-filled with one serving of protein powder, so the consumer only needs to fill it with water, shake and drink.

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

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 protein 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 protein powder users drink the product away from home at least four times a week. Consumers revealed five ideal elements they want for taking protein 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



"Protein powder isn't just for body builders anymore. There is a general health emphasis in our society right now. Fitness enthusiasts, office workers, and health-conscious dieters are all looking to protein powder as a way to get added nutrients into their diet," said Callahan. "BlenderPak is an easy way for protein powder brands to reach these new consumers."

BlenderPak is a market-ready packaging solution. Perimeter will be engaging with leading protein powder and meal replacement 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/blenderpak.

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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