

Perimeter Gets Flexible & Launches New Fusion Packaging Platform

NORTHBOROUGH, MA, July 11, 2013 - Perimeter Brand Packaging has launched a new packaging solutions platform, called Fusion. The Fusion technology platform combines flexible and rigid packaging together to offer an improved consumer experience

“There’s no denying that pouches and flexible packaging is growing and where a significant portion of the packaging industry is headed,” said Steve Callahan, President of Perimeter Brand Packaging. “But there are features flexible packaging alone can’t provide to the consumer, like easy pouring, improved opening and closing and delivering a better seal. Our Fusion strategy and packaging roadmap is focused on providing solutions that deliver a better way.”

In June Perimeter launched their first two products under the Fusion platform.

Standup

Standup, a wet wipes packaging solution, is an inverted pouch with a polypropylene fitment on the bottom end. The fitment allows the product to stand up and eliminates the need for secondary packaging at retail. Also, the off-center dispenser offers an easier way for the consumer to pull out the wipes. Standup was created after discovering consumers are seeking a better on the go package to have in their car.

Webster

Webster is a dual-dispensing, clutch-style wet wipes packaging solution. It is ideal for doubling wipes capacity or for a package providing two distinct types of wipes often used together – like skin care and eye makeup remover wipes. Webster is a pouch that opens like a book with a polypropylene fitment that, like Standup, allows the product to stand up on shelf, eliminating the need for secondary packaging.

Perimeter currently offers a multitude of products under their two pre-existing platforms – Easy Dosing solutions and On the Go solutions. For more information, visit perimeterbp.com or call 508.466.8430.



Fusion

Fusion is a new packaging platform for Perimeter Brand Packaging



Standup wipes packaging solution



Webster wipes packaging solution

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Perimeter Brand Packaging is focused on finding a better way. They design, develop and manufacture must-have, market-ready packaging solutions for Consumer Packaged Goods (CPG) companies. As a Nyro company in the greater Boston area, Perimeter leverages best-in-class manufacturing capabilities to deliver finished solutions around the world. Learn more at perimeterbp.com.