

FOR IMMEDIATE RELEASE

“Easy Dispensing” Packaging Technologies Now Available for Licensing

Perimeter’s Freehand and Suredose technologies, both part of the “Easy Dispensing” Packaging Platform, are now available for licensing due to high demands for measured dosing by brands.

NORTHBOROUGH, MA, September 25, 2015 – Perimeter Brand Packaging announced today that it has made their patented Freehand and Suredose technologies available for licensing to packaging manufacturers. Both Freehand and Suredose are a part of Perimeter’s Easy Dispensing packaging platform, and offer different approaches to measured dosing technology for liquids and powders.

“Measured dosing technology is finally hitting its stride with consumers in the retail marketplace. We’re excited to be able to make Freehand and Suredose available to a larger audience,” said General Manager of Perimeter Brand Packaging Steve Callahan.

Freehand is a measure-as-you-pour dispensing solution. Freehand was designed to show how much liquid is being poured out in real time by the use of a clear indicator in the spout of the packaging. This solution allows the consumer to see when they have dispensed the recommended dose, while still providing the ability to adjust the dose size to their preference.

Suredose is a no-measuring, no-mess dispensing solution. Suredose was designed as a fixed-dose dispenser where the same amount of product is poured out each time. This is ideal for products where repeatable and specific doses are required.

“We have been developing packaging with dosing technology for a long time, but the truth is that consumers just weren’t ready to accept the change in behavior,” said Callahan. “We’re glad to see the consumer is adapting to this technology. It prevents overdosing, takes out the guesswork, and makes less of a mess.”



Freehand Measure-As-You-Pour Technology



SureDose No-Measure, No-Mess Technology



Freehand and Suredose are ideal solutions for foods and beverage products, such as olive oil or juice concentrate, or for household liquids, such as cleaning concentrates or laundry detergent. To learn more about Freehand and Suredose contact info@perimeterbp.com or visit perimeterbp.com.

About Perimeter Brand Packaging

Perimeter Brand Packaging manufactures packaging for leading brands across a wide range of consumer categories. They connect with consumers to develop packaging solutions that solve for unmet needs, and then provide best-in-class manufacturing capabilities to deliver finished solutions around the world. Learn more at perimeterbp.com.

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