

Squeezy Straw™

Single-Serve Dispensing Technology



Packaging Breakthrough

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Restaurants Will Save Time And Money Using New Stand Up Squeezy Straw™ Dispensing Pouch For Condiment Dispensing

The new **Stand Up SqueezyStraw™ Dispensing Pouch** provides a great solution for restaurant operators who want to improve their bottom line.

Refillable plastic squeeze bottles cost too much **time and money!**



- √ Refilling plastic squeeze bottles is time-consuming and messy
- √ Washing and sanitizing plastic squeeze bottles between uses wastes time and money
- √ Transferring product from bulk container to bottles wastes time
- √ Refilling and cleaning, washing and sanitizing incurs extra labor costs.

The solution is the prefilled **Stand Up SqueezyStraw™ Dispensing Pouch**. Low cost, easy to use, and elimination of the messy, costly, time-consuming plastic squeeze bottles make the **Stand Up**

SqueezyStraw™ Dispensing Pouch the ideal innovation to improve restaurant operations and save time and money.

The **Stand Up SqueezyStraw™ Dispensing Pouch** is made entirely from low cost, light-weight flexible packaging materials and can be produced in any popular size. A 12-oz. size, like the plastic squeeze bottles used in restaurants, would cost approximately 6¢ each for packaging materials and royalties, in large volumes (offset by elimination of the original bulk packaging now used). We can create case studies (based on specific operating info) that will show the savings for this package.



The **Stand Up SqueezyStraw™ Dispensing Pouch** can be made in any shape or size, such as a shorter pouch with a wider dispensing spout for products like guacamole (illustration at left) that are thicker and chunky. The squeeze feature allows for maximum evacuation.

Stand Up SqueezyStraw™ Dispensing Pouch is produced on a horizontal thermoform / fill / seal machine equipped with die-cutting capabilities such as Multivac, Ulma or other similar machines.

Stand Up SqueezyStraw™ Pouch is not a product for sale but a *patented technology* available for licensing from The Barton Group, Inc.



See www.squeezystraw.com for details or call us at 917-647-6388.