

Squeezy Straw™

Single-Serve Dispensing Technology



Packaging Breakthrough

New Patented* Technology
Available for Licensing

EDISON AWARD WINNER FOR INNOVATION IN PACKAGING

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Stand Up SqueezyStraw™ Dispensing Pouch

For Diet Food Programs

The **only** pouch with a built-in sipping straw feature!

Just squeeze the pouch and sip the liquid diet food through the straw



The new **Stand Up SqueezyStraw™ Dispensing Pouch** provides an excellent packaging option for diet programs.

Stand Up SqueezyStraw™ Dispensing Pouch is made entirely from low cost, light-weight flexible packaging materials and can be produced in many sizes. An 8-oz. size would cost approximately 4¢ each for packaging materials and royalties, in large volumes (50 million / year). Products could be formulated for a weight control program in a dinner-potion size such as this.

Stand Up SqueezyStraw™ Dispensing Pouch can be made in a variety of sizes and shapes, and the squeeze feature allows for maximum evacuation, including single serve packs such as the original flat pack shown on the right. Thus a smaller, hand-held pack could be a snack-size portion that could be carried by the customer for use at any time during the day



In combination, an entire program can be designed around the functionality of the **SqueezyStraw™ Dispensing Pouch** sizes and styles.

Important advantages of **SqueezyStraw™ Dispensing Pouches**:

- √ Tamper evident
- √ Wide variety of sizes and shapes available
- √ The lowest cost for producing a dispensing pouch
- √ Made entirely of light weight, low cost flexible packaging materials
- √ Portable, durable and easy to use (requires no spoon, cup or straw)
- √ Great package for Grab 'n' Go applications

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

Stand Up SqueezyStraw™ Pouch is a *patented technology* available for licensing from The Barton Group, Inc.

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