

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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Patented Stand Up SqueezyStraw™ Dispensing Pouch For Beverages



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

Just squeeze the pouch and sip the beverage through the straw.

Whether your product is iced tea, grape juice, water, energy drinks or any other (non-carbonated) beverage, the new **Stand Up SqueezyStraw™ Dispensing Pouch** packaging technology is the perfect new packaging concept for you.

Low cost, easy to use, easy disposal, high-speed production, and the elimination of any other accessory item such as a straw or cup makes the **Stand Up SqueezyStraw™ Dispensing Pouch** the ideal package to fill the needs of this category.

Stand Up SqueezyStraw™ Dispensing Pouch is made entirely from low cost, light-weight flexible packaging materials and can be made in any popular size, including portion packs of 3 oz. and larger sizes of 8 oz. or more. The 8 oz. size is estimated to cost less than 4¢ each in large volume quantities of 50,000,000 packs, including the patent royalty.

Stand Up SqueezyStraw™ Dispensing Pouch requires no straw or cup. In addition, the squeeze feature allows for maximum evacuation of the product.



The most important advantages of **Stand Up SqueezyStraw™ Dispensing Pouch** are:

- √ Wide variety of sizes and shape 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 Squeezy Straw™ Dispensing Pouch is produced on a horizontal thermoform / fill / seal machine equipped with die-cutting capabilities such as Multivac. The 8 oz. prototype shown at left above was produced on a Multivac (www.multivac.com), estimated to cost \$500,000 to \$1,000,000, depending on production requirements. The *high speed* version of this machine can produce 300 to 400 packs a minute, depending on product viscosity.

Stand Up SqueezyStraw™ Dispensing Pouch patented technology is available for licensing from The Barton Group, Inc. See www.squeezystraw.com for details or call 917-647-6388.



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