

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 8 oz. Milk Packaging



The **only** pouch with a built-in sipping straw feature!
Just squeeze the pouch and sip the milk through the straw.

The typical 8 oz. milk serving is a perfect application for the new **Stand Up SqueezyStraw™ Dispensing Pouch** packaging technology.

Low cost, easy to use, easy disposal, high-speed production, and the elimination of the need for any other item such as a straw or cup make the **Stand Up SqueezyStraw™ Dispensing Pouch** the ideal package for milk.

The **Stand Up SqueezyStraw™ Dispensing Pouch** is less expensive than the typical paper carton, which costs about 5¢ each.

The **Stand Up SqueezyStraw™ Dispensing Pouch**, made entirely of low cost, light-weight, recyclable flexible packaging materials, is estimated to cost less than 3¢ each in large volumes (50 million+ packs/year), including the patent royalty. **Stand Up SqueezyStraw™ Dispensing Pouch** allows for maximum milk evacuation and compresses into a small mass when empty for efficient and low-cost disposal.



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 Barton Group, LLC. See www.squeezystraw.com for details or call 917-647-6388.