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TO THE EDITOR

FOR IMMEDIATE RELEASE

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**“SUSTAINABILITY” MEETS INNOVATION IN GILBRETH PACKAGING’S
NEWEST FULL BODY SHRINK SLEEVE LABEL.**

**Gilbreth Packaging continues to lead the industry in sustainable offerings;
Tamper-Evident bands and full body sleeves made from EarthFirst® PLA Corn
based biopolymer film.**

Croydon, PA: Pure Pacific International (<http://www.purepacificintl.com>) introduces its newest products in bold eight and nine color printed PLA full body sleeve labels. The Aloha Water label designed by beyondform (<http://beyondform.com>), combines high clarity PLA film with Gilbreth’s new generation of bright metallic inks, reverse printing, and unique window views.

The Aloha Pure Water and Aloha Deep Water are being marketed for their natural health benefits derived from the Hawaiian Islands. PLA sleeves are made from an annually renewable and 100% compostable resource. The use of a full body PLA sleeves allows for full removal prior to bottle recycling. Unlike pressure sensitive labels,

which leave residual adhesive on the container, full body sleeves can be cleanly removed in the recycling process. These environmentally friendly aspects of the label help maintain the brand owner's overall wellness approach.

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Polylactic Acid (PLA) film is a renewable and economically stable plant-based material to replace traditional petroleum-based neckbands, full body shrink labels, and wraps.

Gilbreth, a pioneer in shrink film printing for over 40 years, offers a broad range of sustainable PETG & PLA shrink labels; full body sleeves, tamper-evident neckbands and specialty films and inks.

For more information, please contact Mr. Jim Insel; Gilbreth; 3001 State Road; Croydon, PA 19021; (800) 630-2413; www.gilbrethusa.com.

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GILBRETH PACKAGING**

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Photo Caption:

Aloha Pure and Deep Waters are a new launch in the beverage / wellness category. Pure Pacific International (Brand owners) worked with Gilbreth to design an eye catching environmentally friendly “sustainable” corn-based EarthFirst® PLA shrink sleeve labels.

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EarthFirst® is a registered trademark of Plastic Suppliers. EarthFirst® film is made from Ingeo resins.