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## Knouse Applesauce and PET Containers Prove They Can Take the Heat

*How  
about  
them  
apples?*

**T**here has been a lot of buzz in the industry of late about whether applesauce and PET containers mix. Finally, we have evidence that they do.

Schmalbach-Lubeca and Knouse Food Company have combined PET with applesauce and are proving that together, the two can "take the heat."

As this newsletter goes to press, Knouse Foods is introducing its 48-ounce Lucky Leaf, Musselman's, and Apple Time brands of applesauce in a PET container.

The PET containers are hot-filled at temperatures over 200°F. Vacuum

closures with a tamper evident band, produced by White Cap, complete the packaging. The container is then spot labeled by a Kronos labeler.

Its light weight and unbreakability are the features that are proving the most popular. In fact, these features were among the reasons why Knouse pursued the PET option, believing that lightweight, unbreakable plastic will appeal to consumers, especially senior citizens and people with children. With that in mind, the applesauce container features a pinch grip for easy handling.

Check out Knouse's new applesauce containers for yourself. Knouse's "Get a Grip" campaign promises that consumers will want to get a hold of their new, easy grip jars. They can be seen on grocery store shelves in Illinois, Michigan, New York and Virginia.

### PRODUCT INNOVATIONS

Look for breaking news on other introductions in wide mouth heat set as they occur throughout 1998. Schmalbach-Lubeca believes that customer confidentiality is of primary importance, so new product innovations will be announced only with customer approval.

**SCHMALBACH-LUBECA**

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I would like to welcome you to the first issue of Schmalbach-Lubeca Plastic Containers USA's customer newsletter, **VISIONS**. In this newsletter, Schmalbach-Lubeca will provide our insights and "visions" on the ever-changing PET container industry as we stand on the brink of a new millenium.

## Schmalbach-Lubeca Unveils "Visions" for Plastic Containers

Because of all the changes in the industry and at Schmalbach-Lubeca, the need for more frequent communication with our customers has never been more important. The past year was one of considerable change for our organization. First and foremost, we became Schmalbach-Lubeca Plastic

Containers after the acquisition by Schmalbach-Lubeca AG of the Johnson Controls' plastic container business.

Despite these changes, we've kept to a steady growth track. We continue to expand geographically, as evidenced by our recent acquisition in Brazil. And we are expanding into new product areas and working steadily at pioneering new technologies. Two of our latest product introductions are featured in this first issue.

In upcoming issues, we will cover a full range of topics of interest to our customers. We will reveal some of the new and exciting products (some still under wraps as in the photo below). We welcome your comments as we move forward with our **VISIONS** on PET packaging in the year 2000.

Thank you for reading,

*Bill Burke*

Bill Burke  
President  
Schmalbach-Lubeca  
Plastic Containers USA



Schmalbach-Lubeca Plastic Containers USA once again expanded its presence in the global marketplace this time in Brazil. Early this year, the company acquired Braspet Industria e Comercio de Embalagens Plasticas Ltda. of Sao Paulo, Brazil.

It was Braspet's technological strength and wide range of products and customers that made it such an attractive acquisition for present as well as long-term growth. Braspet achieved 1997 sales of \$66 million from the operation of three PET facilities. As a leader in the large Brazilian PET container market, the company is well positioned to take advantage of projected double-digit growth through the year 2000.

"Acquiring this technologically-advanced company strengthens our position in Latin America, a region that presents excellent growth opportunities," said Hanno C. Fielder, chairman and chief executive officer of Schmalbach-Lubeca AG. "This expansion reflects our commitment to being a global company and our leadership in the PET industry."

In addition to refillable and one-way containers for the soft drink market, Braspet also manufactures customer containers for products including edible oil, liquor, ketchup and juices.

"Braspet has an excellent customer base and the broadest product line in the Brazilian PET market," said Bill Long, vice president and general manager of Schmalbach-Lubeca's Latin American division. "We are very excited to be expanding our position in Latin



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## Schmalbach-Lubeca Expands Business in Latin America

America with this acquisition."

Braspet, which was part of the Brazilian Rhodia group, employs 390 people. Its facilities will be integrated into the Latin American division of Schmalbach-Lubeca, which already includes one plant in Brazil, as well as facilities in Mexico and Argentina.

# Smirnoff Lightens Up

*Debuts  
"Microlite"  
PET Container on  
Consumer  
Shelves*

BECAUSE THE NEW CONTAINER IS BOTH UNBREAKABLE AND LIGHTWEIGHT, IT CAN GO TO NUMEROUS PRODUCT "USAGE OCCASIONS," SUCH AS YARD PARTIES AND BEACH OUTINGS, WHERE THE PREVIOUS GLASS CONTAINER COULD NOT.

**W**e wanted a rigid, premium feel to this container," said Dick Blanchard, director of packaging technology for United Distillers and Vintners, Hartford, CT, when asked about the new look that Smirnoff, the company's premium vodka product, is sporting on consumer shelves.

Smirnoff, long recognized for its high-end glass packaging, has lightened up with a bold new look — a proprietary 1.75-liter "Microlite" PET container. From the looks of the new packaging, it is evident that United Distillers and Vintners achieved this goal.

The bottle features a pinched waist for easy handling and pouring and is dramatically lighter in weight than its glass predecessor. Prominently featured on the container is a label with the Smirnoff embossed crest. The striking label is placed in an embossed outline molded into the front



of the container. Further enhancing its appearance and ensuring that its packaging remain "premium" for the life of the product, the Smirnoff container is coated with a lubristat to improve handling, increase scuff resistance and enhance the container's sheen.

Why the change from glass to plastic?

According to United Distillers and Vintners, because the new container is both unbreakable and lightweight, it can go to numerous product "usage occasions," such as yard parties and beach outings, where the previous glass container could not. The new container weighs in at 100 grams compared to glass 1.75-liter containers that weigh over 2 pounds. Roll-out of the new container was completed in February.

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