



Stand *OUT* Packaging

# Packaging Resources, Inc.

Solutions >>

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**Packaging Resources Inc. (PRI)** is a full-service food packaging resource company.

IML/PRI Packaging Company | Food Packaging  
Warehouse Sterling King Products

## Show or Substance?

**Is dynamic visual presentation as important as the food inside?**

As food packaging manufacturers, we know that substance and appearance are connected to each other when it comes to any food product. When both elements work well, the end product entices customers and encourages healthy foodservice business.

Surveying a shelf of product containers, consumers use their perception of food and the quality of packaging when making a purchase. An appealing container informs the buyer's opinion of the food inside. We believe that the presentation or "look and feel" of a food product is of equal importance as the food itself. In-mold labeling gives an intangible element that engages customers and translates to positive attitudes and more sales.

Undeniably, a food product with unique packaging receives a favorable response from the consumer.

In-mold labeling allows for custom packaging designs. Because in-mold labeling uses machines that insert a company's graphics and logo, each new product mold establishes the company's brand identity and facilitates greater brand recognition.

### Greening Ability

In-mold labeling typifies one of the quieter but positive ecological features of plastic containers.

A customized container for a milk or cheese product, for instance, stands apart from ...

Read the full article at [PRIPackaging.com](http://PRIPackaging.com).

## Solutions in Food Packaging May PRI Newsletter

### Welcome Back May 2010

Consumers are drawn to attractive packaging. They also seek out food packaging that is cost-effective and not harmful to the environment. Joining superior food products with eye-catching presentation is one way to meet clients' needs and grow your company.

In PRI's May newsletter, learn about more food packaging solutions that highlight quality, low cost and sustainability.

PRI offers food packaging products that are manufactured using the in-mold labeling process. This process meets two challenges facing food processors, condensing waste and extending product use. Along with its many attractive features, this technique offers customers an ecologically-sound packaging option.

With more ways to use food packaging items, comes more success in business! Economic concerns are part of every purchase a customer makes. PRI offers one idea for restaurant owners to increase the versatility of side dish containers. Find out how foodservices save on food costs with soufflé cups that are useful for desserts and sauces, and make dining even more convenient for customers.

### In this issue:

- **Production Profile:**  
In-mold labeling makes custom containers eco-friendly
- **Soufflé Cups:**  
Resourceful uses of soufflé cups

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### **Creative Cost-Cutting with Soufflé Cups**

Like many businesses, the restaurant industry has been challenged to get customers inside their doors to dine during difficult financial times.

Even as conditions improve for the industry, keeping costs down (and customers inside the restaurant) is still a major concern.

Food Network celebrity chef Tyler Florence opened his recent food venture by stocking up on [large-quantity](#) inventory. If restaurateurs are purchasing food and packaging in bulk, it opens up another opportunity to serve clients and save on individual packaging.

Catering companies, restaurants and retailers can present desserts and sauces in disposable soufflé cups in a wide-variety of sizes, ranging from **1 to 5.5 oz**, and made with No. 5 recyclable material. Restaurant owners who buy in bulk can cut costs and add convenience. Side sauces, desserts and dressing items give...  
Read the full article at [PRIPackaging.com](#).

Contact us at [newsletter@pripackaging.com](mailto:newsletter@pripackaging.com)!

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Find out about the new twist for the visitors of FPW's NRA booth with the "You Get, We Give" promotion that benefits local public schools.

for cost savings

- **This month!** National Restaurant Association's Trade Show in Chicago -- Find [FoodPackagingWarehouse.com](#) booth 5552

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### **Quick facts: in-mold labeling**

- Polypropylene material can be chilled, microwaved and reused
- Distinctive shape and design attracts attention and offers versatility
- 100% recyclable base and lid are easy to dispose of and eco-friendly
- Secure closures and tabs prevent tampering and spills
- Leak and shatter resistant

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PRI's online retailer

[FoodPackagingWarehouse.com](#) will be exhibiting at the 2010 NRA Show. The staff of FPW and the organizers of the National Restaurant Association show both work to support the foodservice industry.

See how FPW, a national distributor of food packaging for restaurants and foodservices, is ready with supplies to enhance any foodservice operation.

**Food Packaging Warehouse's booth 5552** will showcase some of our hundreds of products at wholesale prices. We offer speedy shipping at low rates. NRA attendees will find out about FPW's frequently updated new products (suitable for restaurants such as to go containers and foil rolls) as well as ongoing special promotions.

The NRA Show will include industry information and economic insight. The NRA reports that 2010 restaurant

business sales are expected to reach \$580 billion. Find out about policies affecting restaurants and attend education programs or sustainability workshops.

The NRA Show takes place from May 22-25, 2010 at McCormick Place, Chicago, IL. Go to [www.restaurant.org](http://www.restaurant.org) for full registration details.