



FOR IMMEDIATE RELEASE  
May 22, 2017

**MEDIA CONTACTS**  
Sean Norton  
sean.norton@milliken.com  
864-503-6582

Amy Godfrey  
AH&M Marketing Communications  
agodfrey@ahminc.com  
413-448-2260, x370

## **Milliken to Show at IDDBA 2017 New Packaging Concepts Addressing Consumer Preferences for Customization, Quality and Food Safety**

*Company Collaborates with Industry Leaders on Unique Fresh-to-Go Packaging*

**Spartanburg, S.C.** - Milliken & Company, in conjunction with leaders in the food manufacturing, packaging design and grocery store sectors, will launch at IDDBA 2017, in booth #1974, unique packaging concepts to meet consumer needs for convenience, high quality and food safety. One new design was created for consumers who want customizable fresh food options. This new concept, developed for the deli/prepared foods department of supermarkets and grocery stores, will enable shoppers to select one item as a snack, or choose multiple items to create a small meal. The second innovative packaging concept to be launched at the show features a tamper-evident design to provide customers with assurance about food safety and freshness.

Both new food packaging designs are made with Milliken's NX™ UltraClear polypropylene. This advanced material provides glass-like clarity and allows the packaging to be used in hot and cold cases and reheated in the microwave, as needed. Both concepts support trends in home meal replacement and enable retailers to sell more food by presenting it in clear, convenient packaging.

The new customizable packaging concept will be on display at the Show and Sell Marketplace at IDDBA 2017 in Anaheim, Calif., June 4-6. It will also be featured together with the new tamper-evident packaging at Milliken's booth, where representatives will be on hand to discuss these novel designs and the company's other packaging technologies.

### **About Milliken**

Milliken is an innovation company that has been exploring, discovering, and creating ways to enhance people's lives since 1865. Working from our laboratories, application and development centers around the world, our scientists and engineers create coatings, specialty chemicals, and advanced additive and colorant technologies that transform the way we experience products from automotive plastics to children's art supplies. With expertise across a breadth of disciplines that also includes floor covering and performance materials, the people of Milliken work every day to add true value to people's lives, improve health and safety, and make this world more sustainable. For more information, visit [www.millikenchemical.com](http://www.millikenchemical.com) or [www.milliken.com](http://www.milliken.com).

###

NX and the Milliken logo are trademarks of Milliken & Company.

## Milliken to Show at IDDBA 2017 New Packaging Concepts Addressing Consumer Preferences for Customization, Quality and Food Safety



**PHOTOS: Food Packaging Made with Milliken's NX™ UltraClear Polypropylene for Fresh-to-Go Foods**

Milliken & Company will be launching at IDDBA 2017, June 4-6, in booth #1974, two unique packaging concepts to meet consumer needs for convenience, high quality and food safety. Both new food packaging designs are made with Milliken's NX™ UltraClear polypropylene. This advanced material provides glass-like clarity and allows the packaging to be used in hot and cold cases and reheated in the microwave, as needed. Both concepts support trends in home meal replacement and enable retailers to sell more food by presenting it in clear, convenient packaging. These new packaging options and Milliken's other innovative packaging technologies for supermarkets and grocery stores will be on display in their booth.

###

NX and the Milliken logo are trademarks of Milliken & Company.