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Falconboard™ Build rigid, sustainable paper-based board structurally engineered for point-of-purchase applications

Deerfield, Ill., June 22, 2010— Pregis Hexacomb is introducing Falconboard™ Build, a paper-based graphic display board which has been structurally engineered for demanding three-dimensional point-of-purchase (POP) applications.

Falconboard Build offers superior print capability for digital applications in a variety of wide formats. Screen printing also is possible either directly onto the surface or via lamination depending on printer capability.

Its structural characteristics (strong, flat and rigid), enable improved performance and give designers more creative options compared to foam board, wood and corrugated. Falconboard Build's weight-bearing attributes are ideal for "spectaculars"—large format point-of-sale displays that typically span several feet—and semi-permanent structures traditionally made from wood and metal.

Its 100% paper construction, made from both post- and pre-consumer recycled fibers, offers brand owners superior graphic impact and desired sustainability attributes.

Falconboard Build has been designed to offer brand owners a strong, non-petroleum-based option to market heavier/bulkier products at point-of-purchase. These include a variety of food and beverage products (such as liquor or soft-drink bottles, heavier food packages); lawn and garden items; consumer electronics; toys; books, etc.

In the past, marketers have had corrugated, petroleum-based or wood structures to choose from for their POP displays. Corrugated structures typically do not have the structural stability to support heavier products on a permanent or semi-permanent basis. While wood has that capability, it usually is at a premium price and with less design flexibility. Conversely, petroleum-based (polyethylene, polystyrene or polyvinyl chloride) foam boards can provide performance features, but don't offer a preferred environmental profile.

"We believe that Falconboard Build is the first product that can offer all of the desirable attributes—heavy-duty structural performance, superior printing and the environmental benefits of a paper-based structure—in a cost-competitive manner," said Jeff Kellar, president, Hexacomb.

Falconboard Build offers compression strength of 70 pounds per square inch. Its inner and outer board facings are almost twice the thickness of the previously-introduced Falconboard Print grade (signage, trade-show displays) enabling it to withstand the weight of heavier products. It can also be easily cut or routed which facilitates design creativity—a necessary attribute to grab consumer attention.

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Falconboard Build's proprietary structure features an engineered paper core and water-based adhesives coupled with a bright white surface for superior printing. Produced chlorofluorocarbon-free, it emits zero volatile organic compounds (VOCs) during manufacturing. The 100% paper-based product is made from renewable resources (up to 40% recycled fiber content) and is recyclable to provide the perfect blend of structural performance and environmental stewardship.

"Although there are a variety of products in the marketing place that offer environmental benefits, most have not been able to address manufacturing costs in a way to enable pricing that will attract buyers. Because of Pregis Hexacomb's domestic manufacturing capability and efficient manufacturing process, not only have we been able to drive out significant cost, but we have also been able to reduce our carbon footprint, in the process," Kellar said. "The end result is a product with multiple performance and environmental benefits that is also affordable."

At the end of its lifecycle, POP displays made from Falconboard Build can simply be included in the retail facilities' paper waste stream. Most have corrugated compactors on site which bale paper-based products for sale to a recycler.

Additionally, Falconboard™ resists bending or warping, is heat-resistant to 300 degrees Fahrenheit and is lightweight. The display board accommodates most inks and adhesives, as well as commercial connective systems such as edge tape and plastic or metal edging/channels. Printing capabilities include a variety of wide formats and digital processes.

About Hexacomb:

Pregis Hexacomb is a leading supplier of paper-based protective packaging and serves key industries which value product protection coupled with environmental sustainability. This includes furniture, consumer, automotive, textile, food, building products, energy, glass and industrial. Hexacomb has nine manufacturing plants in North America and three in Europe. For more information about Hexacomb visit www.hexacomb.com.

About Pregis:

Pregis Corporation is a leading global provider of innovative protective, flexible, and foodservice packaging and hospital supply products. The company offers packaging and product solutions for a wide variety of consumer and industrial market segments including food and foodservice, healthcare, agriculture, automotive, furniture, electronics, construction, fulfillment, catalog and military/aerospace. The specialty-packaging leader currently operates 47 facilities in 18 countries around the world. For more information about Pregis, visit www.pregis.com.

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