

# Velcro Companies Unveils First Hook-To-Hook Flexible Package Closure System With Sealant Layer

New Sealing Technology Makes Integration with Flexible Packaging Easier, Faster, More Cost-Effective, and Improves Appearance

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**Velcro Companies** →

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MANCHESTER, N.H., Aug. 8, 2018 /PRNewswire/ -- Velcro Companies today introduced VELCRO® Brand PRESS-LOK® Advanced closure a hook-to-hook closure system with a unique sealant technology that allows manufacturers to quickly and easily integrate the closures with their flexible packages and pouches.

Traditional closures used on larger flexible packages do not allow for precise line-up. This makes re-closure challenging many, including children, the elderly and those with dexterity issues. VELCRO® Brand PRESS-LOK® Advanced closure features the brands exclusive hook-to-hook fastening solution, enabling consumers to easily align the seal to precisely and reliably close larger pouches with wide openings to ensure contents are contained and fresh.

The VELCRO® Brand PRESS-LOK® Advanced closure can be heat-sealed to flexible packaging at lower temperatures, creating a more efficient experience for the package converter and improving the package appearance by minimizing the film impression marks. This allows for a smoother top panel appearance, improving the look of graphics on flexible packaging and pouches. Additionally, VELCRO® Brand PRESS-LOK® Advanced closures are 100 percent recyclable, aligning with many global initiatives around sustainable packaging.

"VELCRO® Brand PRESS-LOK® Advanced closure is the first hook-to-hook closure system with a sealant layer and extends Velcro Companies' line of elegant, consumer-friendly package fasteners that brands across industries rely on to provide consumers with closure assurance and distinguish themselves on the shelf," said Andrew Ellis, Vice President, Strategic Execution at Velcro Companies. "The innovative new VELCRO® Brand PRESS-LOK® Advanced closure addresses re-closure issues by offering precise line up for an easy seal, tactile and audible closure assurance, and the long-term effectiveness of hook-to-hook closure where other systems prove unreliable."

VELCRO® Brand PRESS-LOK® Advanced closures can also be installed on a wider range of machinery, expanding the scope of potential applications for the closure. This makes the product ideal for a wide variety of product categories such as frozen foods and products in large bags such as pet food, fertilizer or soil.

PEEL Plastic Products Ltd. of Brampton, Ontario, a leader in flexible package manufacturing, is the first packaging converter to integrate the new VELCRO® Brand PRESS-LOK® Advanced closure into commercial applications that include pet foods, lawn and garden, and human food packaging.

For more information about the line of VELCRO® Brand PRESS-LOK® Advanced closure closures, please visit: <http://www.velcro.com/packaging>.

### **About Velcro Companies:**

Velcro Companies is a technology-driven, global organization providing fastening solutions that solve problems in simple, elegant and surprising ways for businesses and consumers around the world. We have a heritage of innovation spanning more than 50 years and own over 400 active patents and numerous trademarks, including the VELCRO® trademark, which is registered throughout the world. We develop and deliver solutions for customers through an integrated production and service system that includes manufacturing locations in the United States, Belgium, Canada, Mexico, Uruguay, Spain and China and sales offices around the world. To find out more about our company, visit [www.velcro.com](http://www.velcro.com).

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