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Fabri-Kal Introduces New Easy-Fit Cup Insert

Product Launch Offers New Food Packaging Solutions

Kalamazoo, Mich. (June 28, 2010) Today Fabri-Kal is proud to launch their newest product innovation, an easy-fit Cup Insert. The clear, four ounce container pairs with existing Fabri-Kal drink cups and lids to create an easy grab and go package. Designed to aid fresh food packaging applications, the Cup Insert is ideal for use with multi-ingredient pairings such as yogurt and granola parfaits, fruit or veggies with dip, green salads and much more.

The easy-fit Cup Insert is made from crystal clear PET (polyethylene terephthalate) to ensure complete product visibility and is suitable for heat sealing to allow flexibility in lidding options. The Cup Insert is compatible with Fabri-Kal's existing lines of PET and polypropylene drink cups. The easy-fit Cup Insert, like all Fabri-Kal products, is made in the U.S.A.

Fabri-Kal's easy-fit Cup Insert innovation offers new ways for foodservice operators to serve fresh, convenient grab and go foods. It creates an attractive and eye-catching package, perfect for beautiful food presentation and increased customer appeal. As more consumers strive to eat healthier on-the-go, the easy-fit Cup Insert makes it effortless for foodservice establishments to serve healthy, convenient food items.

To learn more about the latest innovations from Fabri-Kal, including the easy-fit Cup Insert, please contact Emily Ewing (269) 385-8044 or eeewing@f-k.com.

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About Fabri-Kal

Fabri-Kal is a leading provider of plastic foodservice and custom thermoformed packaging solutions. As one of the largest thermoformers in North America, Fabri-Kal's customer base includes thousands of foodservice operators and dozens of consumer product manufacturers. Headquartered in Kalamazoo, Mich., and in continuous operation since 1950, Fabri-Kal employs more than 800 people in five manufacturing, printing and warehousing facilities throughout the United States. More information about Fabri-Kal may be found at the company's website, www.f-k.com.