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Fabri-Kal Launches New Customer-Centered Website

Fabri-Kal.com Features Improved Functionality and Experience

KALAMAZOO, Mich. (November 27, 2018) – Fabri-Kal, a leader in innovative, sustainable packaging solutions, is excited to announce the launch of its new website. The new Fabri-Kal.com provides a better digital experience with simple, responsive navigation.

The new Fabri-Kal.com has a user-friendly, intuitive design that enables customers to find their ideal packaging solution based on product needs and application. Customers can find the packaging they need in less time, with fewer clicks.

“We have been passionately driven to meet our customers’ needs since 1950. Our new website is simple, logical and easy to use. It demonstrates our continued commitment to remain at the forefront of innovation and provide our customers with the best experience possible,” said Chuck Garlock, vice president of sales and marketing for Fabri-Kal.

Fabri-Kal.com features several recent product and technology innovations. This includes Fabri-Kal’s new Greenware® Plant Fiber Containers made from wheat straw grown within a 20-mile radius of our Idaho manufacturing facility. Information is also provided regarding Fabri-Kal’s custom decoration technologies and services. The company’s new shrink body label capabilities enable full-color, high-end graphics to maximize brand exposure.

Fabri-Kal’s commitment to responsible packaging is highlighted throughout the new Fabri-Kal.com. “We’re reducing our environmental impact with innovative packaging made from renewable, plant-based resources and post-consumer recycled materials. Our products are 100% made in the U.S.A. in a responsible manner. We are excited to share more about how our company is making a difference on this new digital platform,” said Garlock.

To view the updated website and learn more about Fabri-Kal’s latest innovations, please visit Fabri-Kal.com.

About Fabri-Kal

Fabri-Kal is a leading provider of foodservice and custom thermoformed packaging solutions. One of the largest thermoformers in North America, Fabri-Kal’s customer base includes foodservice operators and consumer product manufacturers. Fabri-Kal specializes in a variety of materials including renewable agricultural fiber. Headquartered in Kalamazoo, Mich., and in continuous operation since 1950, Fabri-Kal employs more than 1,000 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.fabri-kal.com.