

## StePac Unveils New Logo for Xtend and Xgo Product Lines

The updated look reinforces the Company's "Freshness Assured" message

“ We believe this eye-catching image will better display and differentiate our packaging solutions. It will be easily identifiable by stakeholders receiving produce in our packaging. The Xtend and Xgo products, not only ensure freshness, as the tagline indicates, but extend season and expand the market by giving producers the capability to transport greater distances without meaningful degradation in quality. ”

Gary Ward, Ph.D., Technical Development Manager, StePac



**StePac L.A. Ltd. unveiled a new logo for its Xtend bulk and Xgo retail modified atmosphere/modified humidity (MA/MH) packaging solutions.**

The new logo will clearly and colorfully distinguish the Xtend and Xgo packaging brands. StePac's packaging solutions reduce weight loss, slow the respiration and aging processes and inhibit microbial decay of fresh fruits and vegetables. They thereby preserve the freshness, allow for longer storage and shelf life and facilitate greater shipping/transporting distances.

The logo's bright green shield-like shape represents the underlying advantages of Xtend and Xgo: protecting and preserving freshness, firmness and flavor. The diagonal stripes and the purple leaves illustrate wrapping fresh produce.

StePac's Technical Development Manager, Gary Ward, PhD, notes, "We believe this eye-catching image will better display and differentiate our packaging solutions. It will be easily identifiable by stakeholders receiving

produce in our packaging." The Xtend and Xgo products, Ward says, "not only ensure freshness, as the tagline indicates, but extend season and expand the market by giving producers the capability to transport greater distances without meaningful degradation in quality."

The new logo will be used across StePac's Xtend bulk packaging product range of preformed carton liners, films for flow packing bulk produce, bin liners and pallet shrouds and the Xgo retail packaging solutions of preformed bags and roll stock for automated packing.

### About Us

StePac specializes in functional packaging for fresh produce. Its globally recognized brands include Xtend<sup>®</sup>, Xgo<sup>™</sup>, Xflow<sup>™</sup> and Xbloom<sup>™</sup> modified atmosphere/modified humidity packaging solutions. These packaging solutions reduce weight loss, slow respiration and aging, and inhibit microbial decay, while prolonging storability and shelf life. They are supported by a wealth of post-harvest expertise for enhanced performance. The company is a wholly-owned subsidiary of Johnson Matthey PLC UK.



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[www.StePac.com](http://www.StePac.com)