



On-The-Go Barrier Paper Snack Cup Launch

May 13th, 2013 – Mount Pleasant, WI – Seda North America innovative, high barrier paper snack cup for crackers and cookies just launched in the US market for leading global consumer products brand.

Customer and Seda worked very closely from concept, shelf life testing, in-house tooling and industrial production to co-manufacturing to quickly bring product to market.

Seda is very pleased to have brought the customer our European innovation and know-how for US market demand. The product is being well received in the market offering a sustainable, portable package with high quality graphics for an ultimate customer experience.

For more information on Seda high performance barrier products please contact info@sedapackaging.com or call 262 417 1574.

