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Sev-Rend stands up for the produce industry

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Sev-Rend high-performance packaging has expanded its manufacturing capabilities to include stand-up pouches for the produce industry. The company now offers traditional pouches as often found among many commodities within the produce industry with a focus on the consumer pack sizing along with custom-sized pouches that are more project- and customer-specific.

This is a strategic addition to Sev-Rend's portfolio of packaging products. The demand for pouches as a packaging vehicle has been growing in the produce industry for the past several years. Sev-Rend's vertical-integrated manufacturing process assists to this addition of such a packaging type without hindering lead times or quality. Pouches have become a preferred packaging type for many commodities. This drive for demand of a local source with quicker lead times has allowed Sev-Rend to transition into an ever-growing market.

Sev-Rend also offers a research and development division that specializes in unique packaging development solutions for their client's specific needs. The addition of pouch manufacturing capabilities has added to this growing need of customers wanting a specialized pouch for new products. One such item that helps meet this need is the Clear-View Pouch, which Sev-Rend launched at the 2017 PMA Fresh Summit. This product offers opaque front and back panel with a clear view bottom for produce viewing.

Sev-Rend originally entered the market by offering tags and labels in 1993, and now has moved into manufacturing netting, film and pouches that cater to the produce industry specifically.

"Adding custom pouches to our product line allows Sev-Rend to not only service new customers, but also to help supply existing customers with another packaging vehicle," Rob Williams, Sev-Rend's

chief executive officer, said in a press release. "This move aids to assist our current customer base along with allowing us to penetrate new commodity markets."

Sev-Rend's headquarters is centrally located in Collinsville, IL. The company was established in 1993 and has 40 to 50 employees.

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