

# The performance package. It motivates extra impulse buying



The food shopper is a very choosy lady. And when she can see what she wants, it triggers her impulse to buy it. Which is what see-thru packaging's all about. And which is why these Sealright plastic containers have maximum built-in product visibility.

They're Vari-Pak® containers. Prime movers of frozen prepared foods. Seafoods. Poultry parts. Vending machine items. Hospital supplies.

They're designed to make a good product look better, sell better—at a better price. Help increase a product's margin and profit performance.

Vari-Pak comes in sizes from single portion 8-ounce units to 64-ounce bulk packs. Durable one-piece trays heat-sealed with transparent plastic covers. And in shallow tubs with snap-on lids.

Sellability through see-ability. That's the most important feature of Vari-Pak containers. And that's performance-proved at the point of sale.

Put your product in Vari-Pak and prove it for yourself. Call us for the performance facts.



Your Partner in Packaging Performance.

## Sealright

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