

A Clear Packaging Option That Can Make You The Clear Choice For Pet Parents

Introducing the
TruVue™

Clear, Retortable Plastic Can
For Wet Pet Food



Clearly Uncanny. Truly Revealing.

Clarity. It's become a clear demand from pet owners as they search for fresh, natural and authentic products they can feel good about feeding one of the most important members of their family. Unfortunately, the traditional metal can used for wet pet food offers very little in the way of marketing and merchandising advantages. Fortunately, we've developed a clear alternative that can make your product a clear winner on the shelf and with your pet food customers.

Introducing TruVue™, the clear, retortable plastic can for wet pet food from Sonoco. The TruVue™ Can, made with Sonoco's patented FUSION Freshlock Technology™, delivers full-surface visual transparency, which in turn creates dramatic shelf-impact, communicates a fresh brand image and signals the purchasing cues of better taste, freshness, authenticity and premium quality that today's pet parents are looking for in their pet food — something the traditional metal can simply can't deliver. Ideal for wet food, TruVue provides a clearly unique way to reinvigorate an existing product or introduce a new one to the marketplace.

Reinvent your brand, without reinventing your manufacturing process.

The TruVue clear plastic can creates the opportunity to reinvent your brand, without reinventing your production process. It runs on existing equipment at comparable line speeds, thereby minimizing additional investment or any loss in productivity, while at the same time providing your product and your brand the exposure they need to change your shopper's point of view — and change your brand's image in the process.

A technical revelation.

The TruVue can, made with Sonoco's patented FUSION Freshlock Technology™, is made of a highly engineered, multilayer plastic substrate. It incorporates the easy-open metal lid and metal end that consumers prefer on a traditional metal can.

Most importantly, because of its 3-piece construction and material performance, it is the first clear can to withstand the rigors of continuous retort systems without overpressure, performing in high-temperature and high-pressure environments.

69% WILLING TO PAY MORE
for wet dog food that looks fresh and natural and can see the quality through the container

65% FIND IT BENEFICIAL TO SEE FOOD



The TruVue™ Can

Marketing & Operational Benefits:

- Give your product the premium showcase it needs to turn heads on the shelf
- Leverage clear labeling and windows to communicate trust, authenticity, freshness, quality ingredients and a healthier, more nutritional product
- Position your product outside the traditional can aisle
- Easily customize can height and wall thickness
- Use existing assets — the TruVue can works on your existing manufacturing equipment matching speeds and throughput
- Maintain your manufacturing processes — the TruVue transparent can is designed to withstand high temperatures and high pressure to work with your existing processes
- Keep your existing supply chain practices — the compression strength of the TruVue can accommodates the maintained warehousing and shipping practices of metal can users
- As always, Sonoco technicians work with you to design a solution customized to the unique needs of your product and your brand.
- The TruVue can is (BPA-Not Intentionally Added) for food contact
- Proven performance in continuous rotary retort systems for metal cans
- Standard ~12.5oz can ready for pet process and recipe development
- Proven performance up to 267°F



Learn more at www.sonoco.com/petfood
or www.sonoco.com/truvue.

To make a change, call 843.383.7846
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