



# Introducing Sonoco's SoftPeel™ paper-based membrane

## Delivering valuable customer protection and unique retail presentation

Sonoco's new SoftPeel™ membrane is a multi-layered, paper-surfaced membrane that's safe and easy to peel. Tested and market-proven, the SoftPeel membrane protects against cut fingers better than its all-foil counterparts. And in a highly competitive marketing environment, you'll appreciate packaging that offers convenience and functionality—as well as the opportunity to build brand loyalty through a better customer experience.

Additionally, the SoftPeel membrane provides extra billboarding space for branding or printing interactive features. In white, it offers a look consumers describe as more natural compared to all-foil options.

## LET'S TALK

If you're looking for a new closure to refresh your product's look, our SoftPeel™ membrane may be just what you need.

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#### AVAILABLE IN:

- 502 (127 mm)
- 401 (99 mm)

#### COMING SOON:

- 603 (153 mm)
- 307 (83 mm)
- 211 (65 mm)



## Benefits

### Protection

- | Soft edges for safe opening
- | Oxygen and moisture barrier
- | Tamper evidence

### Presentation

- | Natural appearance from a unique paper look
- | Customizable, printable membranes to promote brand identity

### Variety of applications

The new SoftPeel membrane has application across a range of markets, including:

- | Nutritional supplements
- | Cookies/Crackers
- | Nuts and snacks
- | Oats
- | Powdered beverages
- | Infant formula