

# CONNECTED vipac newsflash

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## Standing Out in the Pack

**NEW YORK** — It's not just a matter of stuffing sheets in a clear vinyl package. Manufacturers said retailers and vendors are looking for tailored, efficient and creative packaging.

"As far as what's new in packaging, we find that the clean-edge look of a heat-sealed bag is growing in popularity, as are wire-framed rigid bags," said Zeke Abraham, Vice President of Vipac. "The four-color process printing on the bag is hot as well."



For a basic white bedding product, adding color attracts attention, says Vipac.



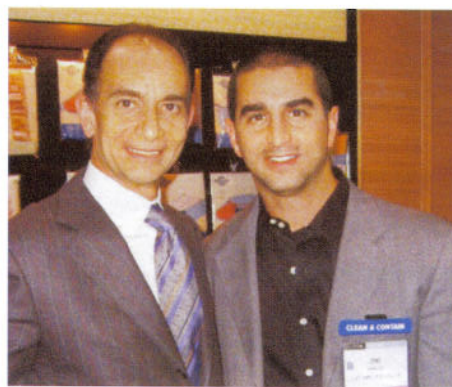
Vipac's duffle bag offers practicality.

## Vinyl Packaging Companies Grow With Overseas Flow

Vinyl packaging companies are adapting to the changing dynamics of the home textiles business. As U.S. companies continue to source goods overseas, those that develop packaging for their products say they have to meet their needs, be it on their home turf or in the countries where they operate.

Vipac owns and manufactures vinyl packaging in China and reports international business so far has been brisk.

"The home textile industry has changed so dramatically over the last five years, and more and more products are being produced overseas,



Father and son, Morris and Zeke Abraham, head vinyl packaging company Vipac.

mostly in China. Consequently, our factories in China are busier than ever delivering vinyl packaging directly to our customers' production facilities in China and around the world,"

said Zeke Abraham, Vice President of Vipac.

Vipac's manufacturing operation in China is supported by sales offices, some around China and others in Taiwan, Turkey, Pakistan, Brazil and India.

Although the business has changed for many U.S. textile companies, Vipac's commitment to its customers has been the same, Abraham said. "In fact, delivering our products from province to province in China, or China to Pakistan for that matter, is faster than ever before, enabling Vipac to maintain our just-in-time-delivery policy."

**vipac**

**Our packaging makes all the difference in the world.**

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