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**PACKAGING FIRM INTRODUCES PAC-MAX™**  
**- First Choice Packaging offers innovative hinged fishbowl container -**

FREMONT, OH (October, 2009) ... First Choice Packaging, a premier Midwest contract packaging and thermoforming company, has introduced a vacuum-formed container that provides tremendous efficiencies in shipping and storage.

The innovative container was designed by First Choice customer Bruce Corini, of E. T. Browne Drug Company, manufacturer of Palmer's Cocoa Butter skin and hair care products. Corini then worked with First Choice to bring the final design into production.

The Pac-Max™ is a countertop fishbowl-type container with a unique hinged body that nests during shipping and warehousing. Up to 60,000 of the hinged Pac-Max can ship in a single tractor trailer that would typically hold only 6,000 standard plastic fishbowls.

Produced from either PVC or post-consumer RPET, the thinner, lightweight plastic used in vacuum-forming also adds to cost-savings efficiencies while providing the performance and longevity of traditional injection-molded containers.

Corini now cites tremendous savings for his company with transportation and storage costs significantly reduced. In addition, he appreciates the rounded shape of the Pac-Max as opposed to more typical square containers. With the same capacity and footprint as square-shaped bowls, the First Choice bowl has a more pleasing contemporary design.

The hinged fishbowl is ideal for nearly any retail environment. Some of the most popular uses are for retailers in Drug, Discount, Automotive, Hardware, Home Center, Arts &

Crafts, Garden Supply, Sporting Goods, Pet Stores, Grocery, Garden Centers and the Health & Beauty industries.

First Choice Packaging is a premier provider of turnkey packaging solutions, providing quality, innovation and flexibility in thermoforming and contract packaging services. The company is headquartered at 1501 West State Street in Fremont, Ohio.

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