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**Proteus Launches PacXtra Services Focusing on Design, Production
and Placement of Materials On or Inside Packaging**
*Integrated solution for inserts/outserts, security tags and labels utilizes automated
equipment and inline barcode scanning to verify attachment*

FRANKLIN, Wis. (August 2, 2010) – [Proteus Packaging](http://www.proteuspackaging.com), an international supplier of paperboard packaging solutions, has launched PacXtra, a comprehensive set of solutions to support the growing use of inserts/outserts, security tags and adhesive labels among food, consumer and health care product manufacturers.

“Over the past few years Proteus has been working with numerous customers to creatively incorporate supplemental materials into their packaging,” said Tim Wayman, the company’s executive vice president and chief operating officer. “The launch of PacXtra will help make this capability an even bigger part of our business going forward.”

In addition to designing, producing and affixing the supplemental materials, PacXtra offers sourcing of supplemental items as needed. Common supplemental materials that Proteus has extensive experience in include:

- **Security tags** used in conjunction with Sensormatic® or Checkpoint® detection systems for anti-theft and loss prevention
- **Inserts/outserts** such as instructions-for-use used in pharmaceutical and medical device packaging, which can be multi-lingual and achieve compliance mandates
- **Labels**, including coupons, discount cards, special offers and other promotional items

The Proteus design team works with customers to create customized solutions, offering a wide variety of shapes, colors and sizes for supplemental items and the ability to develop packaging with multiple add-on pieces. The company’s state-of-the-art capabilities enable materials to be printed as thick as ¼”.

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In addition to offering superior design flexibility, the PacXtra production process minimizes the possibility of human error when affixing these materials. Proteus uses automated equipment to attach the items and an inline barcode scanning procedure to later confirm that each product has the correct supplemental piece affixed. The extra verification step helps ensure that no products are missing a supplemental piece or mistakenly get the wrong one.

“Our customers need confidence that their packaging has the proper materials,” Wayman said. “Our technology-enabled solution, overseen by our packaging experts end-to-end, is designed to give marketers peace of mind, particularly when their supplemental pieces provide usage instructions for the consumer.”

By performing all of the packaging steps – including the attachment of inserts/outserts, security tags and adhesive labels – on a single production line, PacXtra also helps manufacturers reduce costs and get their products to market more quickly.

“More than ever, makers of food, consumer and health care products are concerned about keeping their expenses in line,” Wayman added. “Offering paperboard packaging and add-on materials under one roof enables us to provide these services in a cost-effective, highly responsive way.”

About Proteus Packaging

Proteus Packaging (www.proteus-packaging.com) is an ISO-compliant, cGMP and AIB International-certified provider of packaging solutions for pharmaceutical, nutritional, health and beauty and automotive clients. A privately owned company based in southeast Wisconsin, Proteus Packaging has grown from a regional business to an international supplier with expertise meeting the complex needs of high-volume manufacturers.

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